



# ANNUAL DIRECTORS' REPORT & Financial Statements

January - December 2020



Charity number: 20013189

Support | Education | Information

# Directors and Other Information

## Board of Directors

Mr A Duffy (Chairperson)

Ms B Grant

Ms J Chamberlaine

Mr S Crowley (Secretary)

Mr S Holmes

Ms S Watson (Treasurer)

Dr D Lyons

Mr P Power

Ms S Brennan

Mr P Cosgrove (Vice Chairperson)

Dr K Gaynor

Mr K Kiernan

## Company Members

Mr P Allen

Mrs G Bailey

Ms E Blake Knox

Ms D Brennan

Ms J Butler

Ms A Byrne

Ms B Kinsella

Dr P McKeon

Ms P Moran (resigned March 2021)

Mr J McKeon

Mr C Cunningham

Ms J Winder

Mr A Yeates

Mr B Colivet

Ms F O Sullivan (joined 2021)

Ms S Lloyd Hickey (joined 2021)

## Secretary and Registered Office

Mr S Crowley

9 Leeson Street Upper

Dublin 4

**Company number: 235838**

**Charity registered number: 20013189**

## Solicitors

Field Fisher Solicitors

The Capel Building

Mary's Abbey

Dublin 7

## Chief Executive

Mr D Layden

## Chairman

Mr A Duffy

## Treasurer

Ms S Watson

## Bankers

Bank of Ireland

Phibsborough

Dublin 7

## Secretary and Registered Office

Mr S Crowley

9 Leeson Street Upper

Dublin 4

The Directors present their Directors' Report together with the audited financial statements of the company for the financial year ended 31 December 2020. The directors are considered to be the Trustees of the company, for the purposes of compliance with Charities SORP (FRS102). The Directors' Report contains the disclosures required in a Trustees' report in accordance with Charities SORP (FRS102).

This report has been prepared in accordance with the requirements of the Companies Act 2014 and the provisions of the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the Republic of Ireland (FRS102) hereafter denoted as the Charities SORP (FRS102). The Charities SORP (FRS102) is not yet mandatory in the Republic of Ireland and the Irish Charities Regulator has not prescribed accounting regulations for Irish Charities. In the absence of such prescriptive guidance the Board has adopted the Charities SORP (FRS102) as it is considered best practice.

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More than **450,000** or **1 in 10** people in Ireland experience depression at any one time



**45,000** or **1 in 100** people in Ireland have a diagnosis of bipolar disorder



## 2020 in Review



**Alan Duffy**  
Chairman



**Dominic Layden**  
Chief Executive Officer

### WELCOME MESSAGE

2020 was an extraordinary year for us all as we adjusted to living with Covid-19. For many, it was a year of fear, uncertainty, disappointment and loss. The virus has impacted on all aspects of our daily lives, significantly affecting wellbeing and mental health. With many experts citing mental health as the emerging crisis of Covid-19, it's clear that the impact of the pandemic will be felt long after the virus is brought under control.

Aware faced similar operational and financial challenges to the majority of organisations, big and small. For Aware, this was within the context of a dramatic increase in demand for our services, demonstrated by an overall increase of 36% in calls to our Support Line in 2020, with over 80% more calls for support during the months of April, May and July compared to the previous year. Substantial modification of our operations was required to safeguard the public, our volunteers and team, while also providing continuity of service for the many people who were depending on us. The organisation quickly moved to remote working and volunteering, embracing new technologies and efficiencies as we began to deliver our services in virtual environments. We also focused our efforts on the recruitment and training of new volunteers, also in virtual settings, to ensure that we had the capacity to meet heightened demand.

It would not have been possible to deliver the wide range of services which have provided support, hope and comfort to the many thousands of people who have been struggling this year without our dedicated volunteers. While adapting to many changes in their personal and work lives, we also asked our volunteers to adjust to a new way of volunteering - facilitating Support & Self Care Groups over Zoom, taking calls in their homes, along with supporting people in significant distress more often than before. We do not underestimate the impact of this and we were humbled by their willingness to do what was necessary so we could continue to provide our services. We were also delighted to welcome a large number of new volunteers this year, bringing the team to almost 600.

In the initial months, Aware faced a number of immediate financial risks from the cancellation of planned fundraising events in March, May, and June of 2020 and a considerable reduction in community fundraising. This was worrying as Aware only receives circa 23% of funding from the State and we rely heavily on the support of the public and corporate organisations. We are fortunate that Aware operates a flexible service model which allowed us to implement cost savings measures rapidly in response to changing circumstances. Despite concerning financial forecasts at first, the engagement and support from existing and new corporate partners, a revival in community fundraising and the success of our virtual Aware Christmas 5K event enabled us to make up any lost income and we ended 2020 in a stable financial position.

We continue to prioritise raising our profile, to inform and educate, and to ensure that anyone who can benefit from our services knows what's available to them and how to access it. Highlights of 2020 include a hugely successful digital recruitment campaign and the popularity of our World Mental Health Week webinars, prompting the decision to deliver monthly webinars in 2021. We have also seen significant growth in our online presence recording almost 900,000 views of our video content and increasing our social media followers to 97,000 in 2020.

Achieving the highest standards of good governance and transparency remains a fundamental consideration for the Board, as evidenced in the Governance and Financial sections of this Report. This outlines our efforts to continuously strengthen the Aware Board, Committees and processes, along with ensuring we abide by all legal and regulatory requirements. As we move into 2021, we are in the process of conducting a strategic review of the organisation to guide and inform our strategy for the period 2021-2023. We are engaging with all of our stakeholders on this process to include Members, Directors of the Board, volunteers, service users, key funders and staff within the organisation.

**It has been an incredibly challenging year and we would like to take this opportunity to convey a sincere thank you to all volunteers, staff and supporters of Aware. Without your efforts, it would not have been possible for Aware to deliver the wide range of services that have a profound impact on individuals, families and communities across Ireland. So, to all who contribute to this organisation and to giving people hope, thank you.**

# About Aware

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## OUR VISION

Aware undertakes to create a society where people affected by stress, depression, bipolar disorder and related mood conditions are understood, supported, free from stigma and are encouraged to access appropriate therapies.



# Our Values

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## EXCELLENCE

We strive for excellence in all we do, in providing support and information to the public, in delivering our educational programmes and in engaging with donors and all stakeholders.



## COMPASSION

We are person centric, understanding and responsive to the needs of service users, volunteers, staff and all others we engage with.



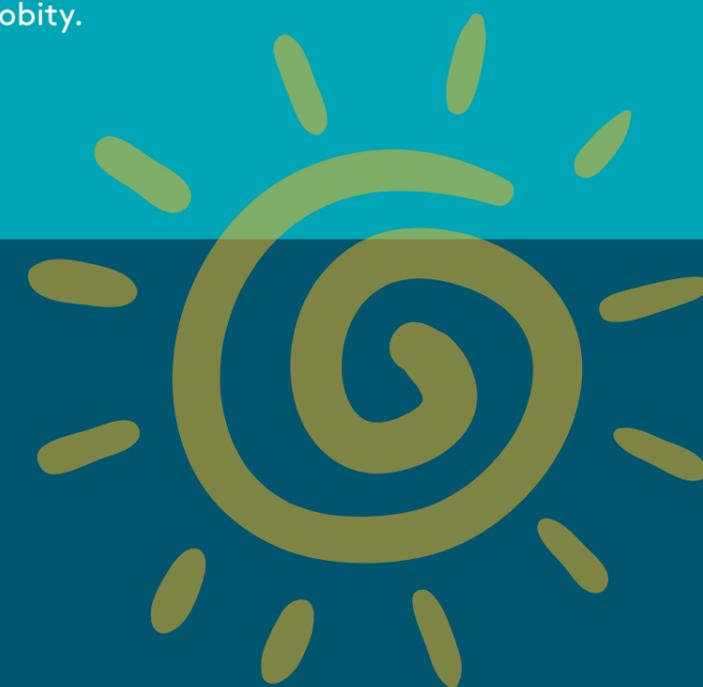
## INTEGRITY

We value all opinions and treat all with respect and dignity in a transparent, honest and fair manner.



## ACCOUNTABILITY

We hold ourselves accountable to the highest standards in respect of clinical and corporate governance and financial probity.



### The objects of the organisation as set out in our Memorandum and Articles of Association (1995) are as follows:

- To promote and encourage support groups for patients with depressive and manic-depressive illnesses and their relatives and friends, and to offer counselling to those affected by the illness
- To promote and encourage public awareness and to educate the public about such illness
- To set up a Research Committee to oversee programmes of research into the causes and treatment of depressive and manic-depressive illnesses. The Research shall be carried out at a specified depression research unit and at such other locations as the Board of Directors shall see fit
- To act as a national organisation for all matters concerning the relief of sufferers of depression and manic-depressive illnesses and their families

# Our Services

Aware provides support, education and information services for those impacted by depression, bipolar disorder and other mood related conditions.

## SUPPORT

Support & Self Care Groups | Zoom, phone in and in person options. See aware.ie

Support Line | Freephone 1800 80 48 48 | 365 days a year | 10am-10pm

Support Mail | supportmail@aware.ie | Answered within 24hrs

## EDUCATION PROGRAMMES

Life Skills | Group 6 week programme | Online 8 week programme

Relatives & Friends | Group 4 week programme

Life Skills for Schools | 4 week programme | Senior cycle students

Wellness@Work | Mental health education and training programmes | Employees and managers

## INFORMATION

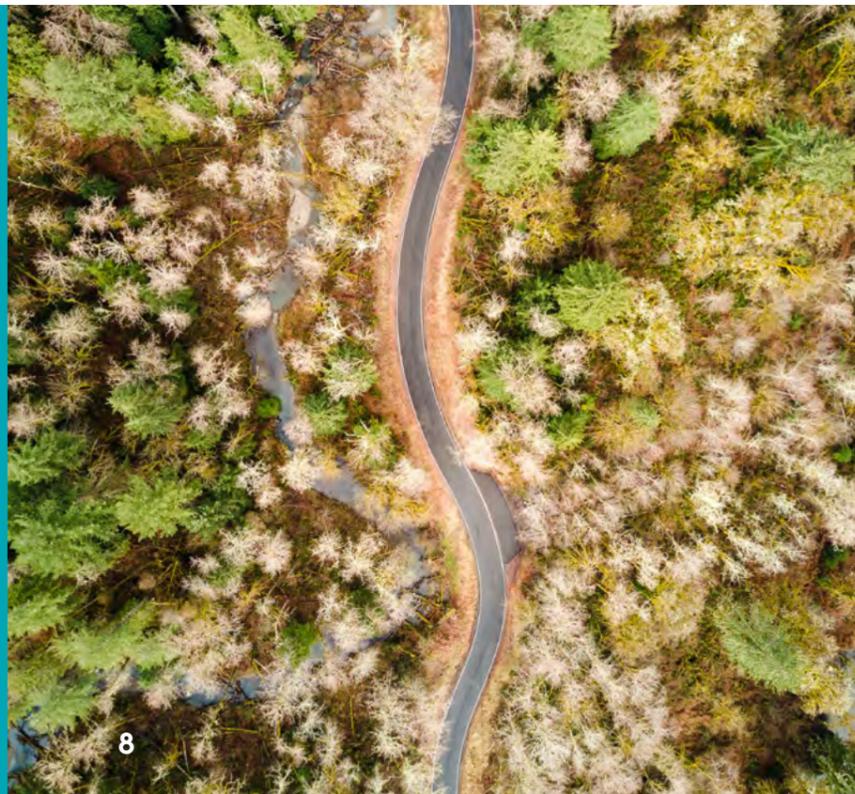
Aware Website | Aware.ie

Aware Webinar & Lecture Series | Watch back at aware.ie

“

*Your services are user friendly and convenient. Keep up the good work. You are helping people. You are making a difference.*

”



# Strategic Report

## OUR IMPACT IN 2020

Despite the myriad of challenges presented by Covid-19, Aware is pleased to have adapted quickly and effectively to ensure we could deliver our services, meet increased demand and continue to make a positive impact providing information, education and support services nationwide.

- Almost **34,000** people were supported via our Support Line, Support Mail and Support & Self Care Groups services
- **6,078** adults participated in our educational programmes
- **5,731** young people (aged 15-18 years) equipped with resilience building skills via our school based education programmes
- **Over 1 million** people accessed our website and social media channels to avail of information and support
- Despite a challenging environment, Aware generated an income of **€1,978,891** for service delivery, to include:
  - €458,247 in State funding
  - €641,793 from partnerships with corporate organisations
  - €372,875 via community fundraising
  - €288,957 in donations
  - €206,659 via Aware events
  - €10,000 other grants
  - €361 other income



# Changing Environment & Societal Evolution

**Aware was established in 1985, over 36 years ago. While some aspects of life have remained the same with depression, isolation, loneliness and stigma still major issues today, there has also been significant societal change during that period.**

There has been a dramatic shift in public attitudes over the past four decades. We now live in a multicultural society with an open economy and where the balance of power has gradually moved from the Church to the people. We have embraced more progressive values as demonstrated by referendums on contraception, divorce, gay marriage, abortion, women's rights, race equality and increasing acceptance of changing family and community structures.

While stigma remains a concern, we have come a long way with mental health now a part of the wider conversation. With less formal social and professional constructs, people (particularly younger generations) are talking more openly and are increasingly comfortable reaching out for support. Approximately 500,000 people called the Samaritans last year and while counselling services are freely available these organisations are simply unable to meet demand. The public is more knowledgeable about mental health and the many biopsychosocial factors which can impact on their wellbeing. People are more proactive about engaging in the conversation around mental health and open to learning tools to protect and build resilience. The socio-economic impacts of Covid-19 have increased attention on mental health even further and we have seen increasing public demand for government prioritisation

of mental health supports in recent months. However, there are still many challenges to be faced. For example, while the government allocated an additional €50m to mental health in the 2021 budget, it still only represents 5.2% of the overall health budget in stark contrast to the 10% recommended by Slaintecare. One could also make the argument that while mental health is very much a topic of conversation, there still isn't enough understanding of mental illness and the realities of living with a debilitating condition like severe depression.

Since we commenced our services, the way in which we consume information and engage with one another has changed with the introduction and mass adoption of the internet, mobile phones and social networking. Covid-19 has further sped up the use of digital technology by several years with more than 90% of Irish homes now connected to the Internet and 80% using the Internet every day (Source: CSO).



A significant proportion now choose to access information and news from online sources rather than traditional media. According to a 2020 Reuters report, among 25 to 44-year-olds, digital news media is now the main source of information with 46% of 18-24 year olds primarily using social media as their news source. Notably, Ireland currently has the youngest population in Europe with one third of the population under 25 years of age (Source: European Commission).

As access to information has increased, so too have public expectations of a service. Brands, charities, businesses – big and small – and our government are held accountable to increasingly high standards across financial, transparency, efficacy and social issues. Reputation management is becoming even more challenging with digital and social media allowing consumers to publicly hold an organisation accountable.

More recently, Covid-19 has had an unprecedented impact on a global scale with significant and sustained social and economic ramifications. The transformation in the way we live, work, learn, connect with another and operate as a domestic and global society has been extraordinary.

As Aware moves forward into our next strategic period, it's important that we recognise societal evolution and the wider environment in which we operate. We need to remain true to Aware's core vision and values, while also taking into account these changes and adapting the organisation and our services as necessary to ensure we are meeting the evolving needs and expectations of the public.



# Our Strategic Plan 2018-2020

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Aware was established in 1985 to provide a number of support services that would enable the organisation to meet its principal objectives (which are specified in our Memorandum and Articles of Association).



**Aware sets out strategic goals every three years identified to enable and support delivery of these objectives. Achieving these goals is managed by establishing annual objectives and the regular monitoring of performance. The current Strategic Plan covered the period 2018-2020 and included four key strategic goals:**

- To promote positive mental health through information, education, research and policy advocacy
- To continue to develop and offer a range of quality support services underpinned by research and regular evaluations
- To increase Aware's funding from diverse and sustainable sources to ensure continued delivery of services
- To build Aware's profile and brand as the leading national charity to achieve these goals

2020 represents the final year of the current strategic period. A new Strategic Plan is now under development. The following summarises our targets and performance over the three years.



“

*I feel understood and accepted. Aware has been an invaluable lifeline at times*

”



# Our Services

## STRATEGIC GOAL:

To continue to develop and offer a range of quality support services underpinned by research and regular evaluations.

Aware provides a range of free support, education and information services for those impacted by depression, bipolar disorder and other mood related conditions. Key priorities for the three-year period included the introduction of a third line to the Support Line service to increase capacity, maintaining and developing viable Support & Self Care Groups nationwide, growing the Support Mail service and increasing the volume of positive mental health programmes delivered nationwide.

## SUPPORT SERVICES

A third Support Line was added in February 2019, with additional volunteers recruited and trained to enable Aware to increase capacity, ultimately allowing us to answer 20,748 calls in 2019 and 27,478 in 2020 versus just under 14,000 in 2018.

Support & Self Care Groups reduced to 27 nationwide by the end of 2019, with focus maintained on the development of viable groups. In 2020, the related impacts of Covid-19 necessitated the suspension of in person groups and the introduction of Zoom and phone in alternatives, both of which proved successful.

Developments to the Support Mail service included setting a reply target of less than 6 hours and increasing the volume of second readers to ensure adherence to the clinical framework. The service has grown steadily, increasing from under 2,000 per year to 2,418 in 2018, 2,581 in 2019 and 2,728 in 2020.

A clinical review was conducted in 2018 which identified modifications and improvements to our current offering including increased supervision and monitoring of our services, all of which were implemented.

## EDUCATION SERVICES

Aware set ambitious delivery targets for our education programmes to include delivery of (per year):



### LIFE SKILLS ONLINE PROGRAMME

ONLINE TO 2,000 ADULTS



100 X

### LIFE SKILLS GROUP PROGRAMME

TO 2,500 ADULTS



40 X

### RELATIVES & FRIENDS PROGRAMMES

IN YEAR 1, INCREASING TO 60 PROGRAMMES IN YEAR 2 & 3



140 X

### LIFE SKILLS FOR SCHOOLS PROGRAMMES



“

*I'm finding it extremely helpful in coping with my anxiety and depression. Every week I feel stronger about my mental health.*

”

PROGRAMME TARGETS	DELIVERED		
	2018	2019	2020
Life Skills Online (2,000 adults)	1,676	1,613	2,912
Life Skills Group (100 programmes to 2,500 adults)	119 2,511 adults	116 2,789 adults	60 1,116 adults
Relatives & Friends (40 programmes Yr1, 60 Yr2 & Yr3)	35	28	4
Life Skills for Schools Programme (140 programmes)	141	136	177

**Note:** Due to Covid-19 and related government restrictions, we were unable to deliver in person Life Skills Group Programmes, School Programmes and our Relatives Programmes from March 2020.

The organisation encountered a number of challenges which affected our ability to deliver the Relatives & Friends Programme to desired levels. These included the impact of

Covid-19 restrictions, availability of Training Partners, low demand in certain areas and the unsuitability of the current programme for virtual delivery in 2020. Feedback for this programme is overwhelmingly positive and so with further investment in promotion, recruitment of Training Partners, and the development of a virtual version, Aware intends to scale up delivery in 2021 and beyond.



# Our Fundraising

## STRATEGIC GOAL:

To increase Aware’s funding from diverse and sustainable sources to ensure continued delivery of services.

A primary focus for the three-year period was to develop a new flagship fundraising initiative that would generate significant, sustainable income going forward. Throughout 2018 and 2019, the organisation explored the viability of a number of opportunities, however despite engaging with multiple external creative agencies, we were unable to identify a suitable appeal/event and it was ultimately determined that the financial risk was prohibitive. In 2020, it was decided that the organisation would invest funds across a number of existing and new fundraising prospects, rather than focusing our efforts on one initiative.

Other areas of focus included maintaining and growing mass participation events in a cost effective manner, developing current and securing new multiyear corporate partnerships, increasing donations and securing additional sources of income from the State.

The quality of Aware led events improved significantly in the three-year period, but despite best efforts, we did not see a substantial increase in participation or income. The reimagining of the Aware Christmas Run to a virtual Aware Christmas 5K in 2020 showed promise, generating a net income of over €100,000, in contrast to under €30,000 the previous year.

Aware maintained strong relationships with many of our existing corporate partners to include Mondelez/Cadbury, ESB, Maxol, Press Up Group and Dublin Port Company, while also securing new multiyear corporate partnerships in 2020 to include Three Ireland, Davy, McKesson Group and Mercury.

As a key element of this strategic goal, Aware aimed to increase engagement and funding from the HSE. This resulted in an increase in State income, increasing from €397,152 in 2017 to €458,258 in 2020.



## DEVELOPMENT OF NEW PROGRAMMES

The organisation identified a need for a new education programme specifically focused on bipolar disorder. Development of the new Living Well With Bipolar Disorder Programme started in late 2020, with plans to pilot in 2021.

## DELIVERING OUR SERVICES

Aware remained committed to improving the volunteer experience, increasing retention of current volunteers, and recruiting new volunteers to allow us to deliver our expanded services to the highest standards. In the past three years, volunteer numbers have increased to over 600 from approximately 450 in 2017.



# Our Communications

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## STRATEGIC GOAL:

To promote positive mental health through information, education, research and policy advocacy and to build Aware's profile and brand as the leading national charity to achieve these goals.

Aware prioritized raising the profile of the organization through our marketing, PR and advocacy work, educating the public about mental health and telling the stories of our service users with the aim of achieving positive change in public attitudes and behaviour, challenging stigma and ensuring that everyone who can benefit from our services know what is available and how to access it. We consistently strive to engage with existing and new audiences. A brand survey in January 2021 revealed total brand awareness for the organisation had increased to 84%, up 9% from 75% in January 2018.

The Aware website is now a hugely important source of information, along with playing a crucial role facilitating the registration for our education programmes and events. In order to drive the public to our website, it's imperative that we are generating useful, engaging and relevant content. During the three-year period, Aware concentrated on developing high quality video content, contributing towards an increase of 36,000 social media followers, over 250,000 website views, almost 650,000 YouTube views and nearly 900,000 views of our Lecture Series videos per year (up from 220,000 in 2017). The organisation also began development of a new website in 2020 which will offer an improved user led experience and enhanced functionality.

In 2018, we developed a suite of literature on a variety of topics relating to mental health. These are available to the public via the organisation or at events that we are involved in and are regularly reviewed and updated.

Some highlights during this three year period include our videos series depicting the mental health journeys of high profile Irish individuals and our volunteers; attendance and high visibility at National Ploughing Championships hosted by ESB; the inaugural Aware Conference in 2019; our collaboration with See Change and Janssen on an award winning garden at Bloom designed to increase awareness and understanding of living with enduring mental illness and a hugely successful volunteer recruitment campaign in 2020 resulting in 900 applications.

## RESEARCH & POLICY ADVOCACY

Aware recognises the central role of evidence based research and practice in its therapeutic services. In 2020, Aware secured a research grant from Community Foundation Ireland which will be utilised in a collaboration with The School of Psychology in University College Dublin examining the psychological impact of living through the Covid-19 pandemic. This research will be conducted in 2021 and the findings will contribute towards informing current clinical interventions ensuring that the organisation is meeting the specific needs of service users. The organisation intends to establish a formal research policy in 2021.



*The in-depth information Aware provides has actually showed me there is some hope and there is help out there.*



# Spotlight on 2020: Achieving Our Goals & Impact of Covid-19

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## EVOLVING AND ADAPTING OUR SERVICES

2020 presented unique operational challenges which forced the organisation to adapt quickly to ensure we could meet a sustained increase in demand and continue to deliver our services to the highest standards. This included embracing new technologies, modifying the way in which we deliver our services and support our volunteers, along with upscaling the recruitment and training of new volunteers.

In March 2020, like many other organisations, Aware made the decision to close our shop and office and enable our staff and Support Line volunteers to work from their homes. We were also forced to suspend all in person services and move to virtual alternatives where possible. Aware staff and volunteers quickly and efficiently adapted to the new circumstances offering continuity of service at a time when demand was at an all-time high.

Management prepared a worst-case financial forecast, with the Board recognising the importance of meeting more frequently during the crisis, ultimately agreeing to monthly Board meetings to ensure ongoing review of the implications of Covid-19 on the organisation. On the basis that we expected income to fall significantly in 2020, Aware applied for the temporary wage subsidy scheme and received €200,000 from Community Foundation Ireland to support the organisation and service delivery. Fortunately, Aware managed to make up any lost income and therefore did not ultimately accept the funding from Community Foundation Ireland. We have also arranged to return the temporary wage subsidy scheme monies (€120,542) to the Revenue Commissioners in 2021.

There have been many learnings along the way and the organisation continues to monitor our operations and make the necessary amendments and improvements to support both our service users and volunteers.





# Support Services



## AWARE SUPPORT LINE

The Aware Support Line operates 365 days a year between 10am and 10pm and has been termed a 'lifeline' by many of our service users.

### 2020 versus 2019

In early 2019, Aware recruited and trained additional volunteers in response to demand. This ultimately allowed us to answer 20,748 calls compared to 13,856 in 2018 and assume a strong position to meet projected demand in 2020.

The arrival of Covid-19 in March had an immediate and dramatic impact on demand for this service resulting in 37,506 calls to the line in 2020, representing an increase of 36% on the previous year. We answered 27,478 calls, an increase of 32% on the previous year. Specifically, in the months of April, May and July, we recorded increases of over 80% in calls to the line compared to the same months in 2019.



*Thank you for giving me hope and for giving me back control of my happiness. Thank you for being there while I needed support. Thank you for helping keep me safe.*



### Challenges

Several technical malfunctions impacted the operation of the Support Line in 2020. All issues were addressed immediately, stress tested and have not re-emerged in the intervening time.

A number of volunteers stepped down in Q2 2020 which impacted on our ability to answer calls. This was followed by a successful volunteer recruitment campaign which significantly increased our capacity, moving into the latter part of the year.

Aware saw a marked increase in complexity of calls from mid-March, with Covid-19 cited as the principal cause of callers' distress.

### Adapting to Remote Volunteering

The Support Line volunteers are typically based in Aware's Leeson Street office. Following the implementation of government safety measures, Aware introduced the 3 Connect app allowing volunteers to take calls safely from home and protecting the anonymity of both parties. A buddy system was established to ensure that volunteers had access to support during and after a shift, with the Slack app allowing volunteers on shift together to communicate easily with one another.

### Monitoring of the Service

The 3 Connect model incorporates tools that allow for increased monitoring of calls ensuring that our ongoing training and development needs are met, protecting both our service users and the volunteers who deliver that service.

### Moving Forward into 2021

Despite our efforts to develop service capacity in 2019, and further increasing the number of volunteers on the line and volunteers per shift in 2020, over 10,000 calls went unanswered, representing 27% of incoming calls. Closing this gap remains a key challenge and focus for Aware moving into 2021.





## AWARE SUPPORT MAIL

Our encrypted Support Mail service allows people to email for support at any time, and be assured of a response within 24 hours.

### 2020 versus 2019

Aware recorded a moderate overall increase of 5.7%, answering 2,728 versus 2,581 in 2019 and 2,418 in 2018.

In March 2020, Aware set a new target response time for the Support Mail service of under 6 hours, within our operational time period of 10am-10pm. Over 60% of emails received (1,673) were answered within this time frame, representing a strong achievement by the volunteers. Following a spike in demand during the first lockdown, additional volunteers were recruited and trained providing further capacity for the service.

### Ensuring Best Practice

Aware's second readers remain a crucial part of the Support Mail service. Second readers are seasoned volunteers that use their experience to ensure all are working within the Aware framework and target response time. A goal for 2021 is to train an additional 30 second readers to further support our objective of a 6-hour target response time.



## AWARE SUPPORT & SELF CARE GROUPS

The Aware Support & Self Care Groups provide peer to peer support, facilitated by Aware trained volunteers and in their traditional guise, take place at a range of locations throughout the country.

### 2020 versus 2019

Over the years, we have observed a trend of declining attendance and therefore an increased number of non-viable groups, prompting a strategic review of the service in 2018 and again in 2021. In 2018, Support & Self Care Groups took place in 32 locations, reducing to 27 locations in 2019.

In the early part of 2020, face to face groups ran for a 10-week period, with similar attendance numbers compared to the previous year. A number of groups moved into the non-viable category despite efforts to drive awareness and attendance, with one group closing in February and planned closures for three other groups. With further groups being monitored for viability, the longer term plan was to reduce the Support & Self Care Groups to 15 high performing groups by the end of 2020.

The emergence of Covid-19 resulted in the suspension of all face to face groups by 12th March. Aware quickly responded with a modified service offering a phone in alternative from April 2020 and a Zoom alternative from May 2020. Face to face meetings resumed briefly in three locations during September and October, before the reintroduction of government restrictions. At the end of 2020, from a high of six mid-year, four phone in groups were taking place on a weekly basis. Four Zoom groups were offered, with a fifth planned for early 2021.

Throughout the year, approximately 2,000 people attended 257 face to face meetings in 27 locations. 676 attended 103 meetings conducted via Zoom and 1,194 attended 204 phone in meetings.

### Challenges of Delivering Phone-in and Zoom Meetings

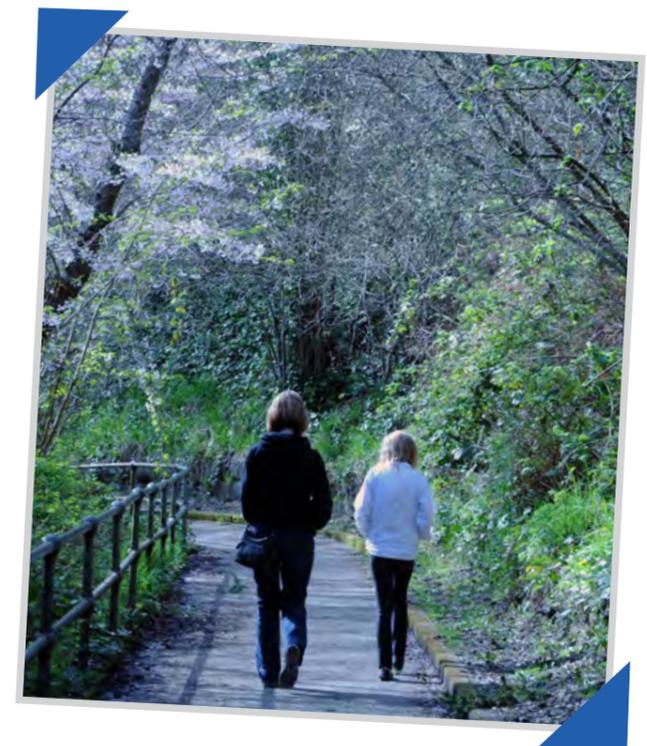
A group meeting in a virtual environment provides a different experience to the traditional face to face groups. As a result, while there were a number of long term users attending, a significantly higher proportion of attendees were new to Aware and the groups. This provides justification for considering a hybrid model for the Support & Self Care Groups going forward to meet the needs of both cohorts.

As places are limited to ensure the service functions effectively, we operate a pre booking system. While all the meetings were fully booked, an average of seven (out of 11) subsequently attended. Numerous efforts were made to mitigate against this while recognizing that many availing of the group services may register in advance but be too unwell to attend on the day itself.

Transitioning to a technology based service was challenging for some of our volunteers with a proportion opting to go 'on hold' while Covid-19 was impacting on their personal lives and the service. The 40 volunteers who choose to remain with the service were retrained and a new facilitator process was developed to support volunteer self-care and ensure good practice across the service. A further 32 volunteers retrained or transitioned to support other services within Aware.

## Looking Ahead to 2021

Once government restrictions have eased and it is safe to do so, Aware plans to resume the traditional in person offering. The past year has highlighted that there is also demand for a virtual offering. It has opened up the service to a wider cohort of people, many of whom were unable to attend our groups due to location or have a preference for the current format. We are also observing younger age profiles of attendees which will be monitored more closely throughout 2021. A review is currently underway assessing the Support & Self Care Group service across the three formats to determine how to develop and evolve the service in line with public need.



# Education Services



## EDUCATION SERVICES – EDUCATION AND WELLBEING PROGRAMMES

The organisation continued to evolve and develop our education offering, recognising the importance of promoting positive mental health, in order to work towards reducing the prevalence of mental illness. The arrival of Covid-19 in March and subsequent restrictions necessitated some changes but the ongoing popularity of the programmes, despite the change in delivery format, highlights public desire to proactively build resilience and protect their mental health. While there was an overall reduction in the number of group programmes delivered, we managed to support almost as many people as projected for the year through upscaling delivery of our online programmes.

Aware's free adult education programmes include the Life Skills Group Programme and Life Skills Online Programme, both of which are based on the principles of Cognitive Behavioural Therapy (CBT) and a Relatives & Friends Programme, designed for those supporting a loved one experiencing depression or bipolar disorder and focusing on the self care of the supporter.



*I can't think of a more important or helpful time for this resource to be offered to people*



## LIFE SKILLS PROGRAMME

This is a group programme, taking place one evening a week over a six-week period and delivered by an Aware Training Partner. In 2020, 60 programmes were delivered to 1,116 participants across 19 counties. 34 of these were face to face programmes (pre Covid-19 restrictions) and the remaining 26 were virtual. Aware also delivered two closed programmes during the year for Insurance Charities of Ireland.

Participants who register for the group face to face and virtual programmes are asked a number of questions about their mental health so we can determine whether these programmes are attracting people experiencing depression and bipolar disorder. In the case of the virtual programmes delivered in 2020, over 27% of participants informed us that they had a diagnosis of depression and 19% said they were on medication for same.

## LIFE SKILLS ONLINE PROGRAMME (delivered in conjunction with SilverCloud Health)

This programme contains eight modules which a participant can work through in their own time. Each participant is allocated an Aware trained supporter who guides them week by week. We significantly increased capacity from 5 to 9 programmes, supporting 2,912 participants during the year and representing an 84% increase on 2019. Aware has noted a significant increase in the volume and depth of information shared within this programme since the arrival of Covid-19 and so training has been amended to further support our volunteers on this service. This offering has been expanded further for 2021 with 10 programmes available.

All participants of the programme are asked to complete a standardised psychological questionnaire known as a PHQ9 that aims to measure symptoms of depression.

Almost 50% of participants completed the questionnaire and of that 50% scored within the ranges indicating moderate to severe depression.

## SELF DIRECTED PROGRAMMES (delivered in conjunction with SilverCloud Health)

To add to our online offering, Aware introduced a number of self-directed programmes to support those who accessed our website seeking information about a broad range of mental health issues arising from the pandemic. These included Space from Covid-19, Space from Stress, Space for Sleep and Space for Resilience. 1,986 people availed of these programmes during the year.

## RELATIVES & FRIENDS PROGRAMME

This psychoeducational programme takes place over four weeks and is delivered by an Aware Training Partner and mental health professional. It is specifically designed to address the needs and self-care of those supporting a loved one, reinforcing the analogy that you need to attend to your own oxygen mask first. Aware delivered four programmes to 64 people pre March before suspending the service. This is compared to 28 programmes delivered in 2019. Because of the nature of this programme, it was necessary to revise the content for virtual delivery. This was completed in 2020, with plans to deliver 40 programmes in 2021.

## WELLNESS@WORK

Aware offers two workplace wellness programmes, designed to meet demand from existing corporate partners and the workplace. The programmes intend to raise awareness of mental health issues and help staff and managers to learn and use relevant coping skills to better manage positive mental health in the workplace. 28 sessions were delivered in 2020 in comparison to 100 sessions in 2019.

Aware is currently reviewing our current offering to ensure we are meeting public need, following the recent increase in organisations creating wellness programmes for their staff.

## LIFE SKILLS FOR SCHOOLS PROGRAMME

This programme is designed for senior cycle students ages 15-18 years old and delivered over a six-week period by an Aware Training Partner. Aware aimed to deliver 217 programmes in 2020, however school closures affected our ability to meet this target with 177 programmes subsequently delivered to 3,709 students at 81 schools and across 21 counties. This still represents a substantial increase from 2019 when 137 programmes were delivered. The health and safety measures within schools meant lower numbers per session to facilitate appropriate classroom spacing. It was also positive to see that 37% of the participating schools in 2020 were new to the programme with the remainder having availed of the offering in previous years. Aware will also offer a virtual version of this programme in 2021.

Aware's full range of programmes are now available online or in the virtual classroom. With many uncertainties remaining as we move into 2021, Aware will continue to provide a hybrid offering, resuming face to face programmes as and when it's safe to do so.

## New Living Well With Bipolar Disorder Programme

In late 2020, Aware began the development of a new support and education programme for people with a diagnosis of bipolar disorder. This will be piloted in late 2021





## DELIVERING OUR SERVICES

Aware's services are provided either by highly trained and committed volunteers, or Training Partners who are paid to deliver our educational services on a sessional basis. We are committed to ensuring that we recruit volunteers and training partners carefully and train them to the highest standards. To that end, we have dedicated staff members who manage our volunteer and training partners' recruitment and training programmes.

### Our Volunteers

Since its inception over 36 years ago, Aware has been a volunteer led organisation. This is still true today, with a dedicated and committed volunteer team of almost 600 people delivering our Support Services. Our volunteers undertake a rigorous recruitment and training programme to prepare them for their roles. Many of our volunteers have been with the organisation for decades and we were delighted to welcome a significant intake of new volunteers during 2020. Each volunteer generously gives of their time, their energy and most importantly their compassion to ensure that everyone who contacts Aware receives understanding, empathy and support.

“  
*I'm very grateful for the opportunity to volunteer with Aware and feel part of a unique and compassionate family.*  
”

### Supporting Our Volunteers

Transitioning to virtual offerings and remote volunteering came with many challenges for our volunteers. Aside from the need to master new technologies and meet increased demand, our volunteers were now bringing their roles into their homes and dealing with a higher number of distressing contacts without the usual in person support systems provided by Aware and their fellow volunteers.

The volunteers are the backbone of the organisation and ensuring their safety and wellbeing is of vital importance to Aware. Since March, Aware has worked closely with our volunteers on each service to ensure that everyone felt prepared and supported in their revised roles. This included retraining where necessary, refresher training and service meetings, regular check ins from the service manager with a focus on the self care of the volunteer and the introduction of additional support measures such as the 'buddy' system and Slack app. Aware will continue to monitor the wellbeing of our volunteers and make the necessary adjustments.

### Recruitment of New Volunteers

All volunteers go through an extensive recruitment process which includes completing an online application form, a pre-screening call, a 30-minute telephone interview, submission of two references, Garda Vetting and completion of the Children First e-learning module.

In line with previous years, Aware planned to run two recruitment drives in 2020. The first drive took place in January, with training at the mid-way point when Covid-19 restrictions came into play. The remainder of the training was moved online and delivered via Zoom. Training for the Support & Self Care Groups was suspended and participants offered the opportunity to train with an alternative service at that time.



“  
*Volunteering can be tough at times, eye-opening and rewarding. I would not have found the role possible without the Support Mail framework, including training, the second reader system, and management support. Having that structure, knowing it's there and that you aren't on your own is really important*  
”

The dramatic increase in demand for our services in March led to a second recruitment drive in April. As many of our services had moved to virtual spaces, it was now possible to target potential volunteers from all over Ireland. Thanks to financial support from our corporate partner Cadbury and a bank of engaging videos featuring volunteer stories, the campaign achieved high visibility and resulted in almost 900 applications. The success of the campaign also highlights the sentiment of the country at the time, with people keen to play their part.

In total 987 people applied to volunteer with Aware in 2020, 264 completed training, with an additional 43 scheduled to complete training in early 2021.

While there were a number of challenges to overcome in 2020, it also opened up new opportunities in the way we recruit and train our volunteers, allowing us to welcome volunteers from all over the country on each of our services.

### Delivering Online Training

We pride ourselves on the supportive and engaging environment we provide for our volunteers and training is the first step in this process. Delivering training online was a learning curve and while it was embraced fully and openly by the team and volunteers, being restricted to a virtual environment presents additional challenges. One such challenge is creating that 'team' culture. Camaraderie amongst volunteers and relationships with the Service Managers is key to achieving this and it's difficult to replicate authentically online. The team worked with the technology we had available to us to address this concern, incorporating getting to know each other sessions, coffee breaks, smaller groups in breakout rooms and so on into the training process.

While online training was effective and efficient for many elements of the training process, we recognise the importance of face to face interaction for building relationships and providing a safe, supportive environment in which to practise learnings. We would envisage a hybrid of in-person and online training forming Aware's training model going forward.

### Stepping Down

Listening carefully to our volunteers allows us to reflect on our practice and see how we can make the best use of training so that our volunteers are prepared and supported for undertaking their important role. This is also important when volunteers come to the end of their volunteering time with Aware. 96 volunteers stepped down in 2020, with most citing personal reasons for moving on. This is in comparison to 159 volunteers in 2019.

A number of volunteers opted to go 'on hold' once Covid-19 restriction came into place. This was for a combination of reasons to include life circumstances, suitable space at home and the requirement to use technology.

### Volunteer Education Days

Aware holds a number of education days each year offering opportunity to connect with peers, hear an update on the organisation and refresh on practice and self-care. It is mandatory for volunteers to attend one education day per year. Five sessions were planned for 2020 but all were suspended due to government restrictions. Aware plans to resume the Education Days in 2021 as they are a valuable addition to our volunteer supports.

### Our Training Partners (paid contractors)

Aware's Training Partners deliver our adult and school based education programmes. The recruitment procedure for our training partners is a three step process consisting of an initial interview, on-site training and delivery demonstration. Refresher training takes place throughout the year and successful candidates are continually assessed to include unannounced site visits by Management.

39 Training Partners were working with Aware at the start of 2020, with 37 under contract at the end of the year. To meet increasing demand

for our programmes, Aware had recruited and inducted an additional six Training Partners in the first quarter, however Covid-19 forced Aware to postpone the final phase of training which is due to be completed in 2021.

As our face to face programmes were suspended in March, all Training Partners were notified of a six month break in their contract. The Life Skills for Schools Training Partners were approved to resume delivery from September and a number of Training Partners attended updated training to enable them to deliver our Life Skills Programme virtually in 2021.



**Our volunteer team reached almost 600 in 2020.**



### Evolving and Expanding Our Services

Aware is committed to continually developing and expanding our service remit to ensure they meet the changing needs of society. An organisation wide strategic review is underway which will inform our Strategic Plan 2021-2023.



# Raising Our Funds in 2020

Aware provides our services to the public free of charge so it is necessary to maintain a robust fundraising function at Aware to ensure we can continue to deliver at the current level of provision, along with developing and expanding these services in line with the needs of current and future service users.

In 2020 Aware received 23% of its income from State funding, with the balance of income generated from corporate partnerships and public support.

The emergence of Covid-19 led to considerable challenges for Aware to include the necessary cancellation of three annual fundraising events and a sharp reduction in community fundraising with Covid-19 restrictions limiting the activities that people could engage with. Initial forecasts for the year anticipated a shortfall of €600,000 which would have significantly impacted on our ability to deliver our services, at a time when we were experiencing an immense increase in demand.

Fortunately, thanks to the generous support of our existing and new corporate partners, an upsurge in public fundraising and the success of our virtual Aware Christmas 5K event, the organisation finished the year in a strong position replacing the lost income from earlier in the year.

The support from the public and our corporate partners provides valuable funding for Aware services but importantly, it also contributes to raising awareness, breaking down stigma and facilitating conversations about mental health.

## CORPORATE PARTNERS

We continue to rely on the generosity of the corporate sector for a significant proportion of annual income. Existing partners such as Cadbury, ESB, Maxol, Dublin Port Company and Press Up Group were unwavering in their support of Aware during 2020, offering support in numerous ways and continuing to donate, sponsor and hold fundraising events on our behalf. We place great emphasis on fostering strong, mutually beneficial relationships with our corporate partners. This has resulted in developing new and increased revenues during 2020 and we were delighted to welcome new corporate partners to include Three Ireland, Davy, McKesson, Mercury and Beale & Co, among others.

## PUBLIC SUPPORT

Despite all the challenges the public faced in their personal lives during 2020, people stepped up once again to support Aware via donations, fundraising activities and participation in our Aware Christmas 5K. We are so grateful for their support. Every single euro makes a difference, contributing to the support of another person or the delivery of another wellbeing programme.

## AWARE EVENTS

Aware runs a number of annual public and corporate events each year to include the Aware Harbour2Harbour Walk, Aware Christmas Run, Aware Golf Outing and the Aware Summer Luncheon. Due to government restrictions, we were only in a position to proceed with one of these events in 2020, the reimagined Aware Christmas 5K which received significant support and engagement from the public.

## 2020 SNAPSHOT



- Aware Christmas 5k
- Cairn Homes Cold Water Challenge
- ICU 4 You Charity Cycle
- Simon McEvoy - 32 Counties in 7 Days
- Devin & Max Toner, Aware Christmas 5K ambassadors

## 2020 SNAPSHOT



### AWARE SHOP

Aware has operated one charity shop in Phibsborough since the 1980s. The shop lease expired some years ago and had moved to a day-to-day lease with the landlord. In 2019, the landlord agent advised that plans were in place to demolish the building and develop new apartments on the site. The shop itself was very small and in poor condition. When Covid-19 arrived, it was clear that it would not be possible to reopen the shop while complying with government regulations and operating safely for the public and staff. In tandem, the landlord put up notice of intention to apply for planning permission on the site.

The Board was appraised of the situation and ultimately decided that closing the shop permanently was the only option available. Reluctantly three-part time staff members were made redundant in October 2020. The shop was in receipt of funding from the Department of Social Protection and employed a number of additional part-time staff through a CE scheme. Fortunately, we were able to place all CE participants with another charity.

The shop has remained closed since March 2020, the arrangement with the Department of Social Protection has ended and the company that operated the scheme with the Department of Social Protection was closed in an orderly manner in late 2020.

We are grateful to all those who supported the shop over the three decades to include staff, volunteers, and the public.



- Maxol's Christmas 'Rosa' Coffee Campaign
- Hewlett Packard Enterprise

## Building Our Profile in 2020

It is our responsibility as a leading mental health organisation to ensure we are providing a range of accessible information to inform and educate the public on mental health and our services and to drive support for Aware by communicating our vision and the impact of our work. Throughout 2020, we continued in our efforts to increase visibility of the organisation and engage with new and existing audiences, utilising our digital presence and content, literature, expert lecture and webinar series and marketing activities to promote our services, campaigns, events and collaborations with corporate partners.

### WEBSITE AND SOCIAL MEDIA CHANNELS

The Aware website provides a repository of information about depression, bipolar disorder and related mood conditions. In 2020, Aware received a comparable number of unique views to 2019 – 927,000 and 929,000 respectively, representing a significant increase from 774,000 in 2018. Due to limitations with our current site, Aware applied for a grant from Community Foundation Ireland to develop a new website with enhanced functionality and emphasis on the user experience. This work began in October 2020.

Our presence on social media has increased significantly with almost 115,000 social media followers at the end of 2020 compared to 90,000 in 2019 and 85,000 in 2018. Our YouTube channel which houses our lectures/webinars and other video content continues to record high traffic with 867,433 views throughout the year. This represents a dramatic increase from 2018 of 322,368 views. Our regular subscribers to the YouTube channel grows steadily year on year reaching almost 18,000 by the end of 2020. To maximize all opportunities with the new website and maintain an engaged following on social media, developing content will be a key focus for Aware in 2021.

### LECTURES SERIES AND NEW WEBINAR SERIES

Aware delivered a monthly Lecture Series in St Patrick's Mental Health Services for many years. These lectures were delivered by leading clinicians and experts focusing on a different mental health topic each month. With information as one of the core pillars of Aware's work, the Lecture Series was a central offering allowing us to share knowledge and expertise about topics that were important to people in learning more about their own condition, how to support loved ones, along with raising awareness and understanding among the general population.

As attendance numbers continued to dwindle for the lectures and the popularity of consuming online content increased, it was decided to record these lectures to enable us to reach more people via our online channels. This proved hugely successful with our bank of lectures now amassing 867,433 views in a one-year period (2020). In 2020 alone, over 240,000 people watched Dr Pat McKeon's lecture on bipolar disorder. This lecture has received almost 600,000 views since it was recorded in 2015, highlighting the demand for expert information from a trusted source like Aware and public desire to consume content at their convenience.



The arrival of Covid-19 in March resulted in the suspension of the in person Lecture Series. With restrictions still in place and prompted by the strong engagement with recordings of prior lectures and rapid acceleration of digital adoption due to Covid-19, Aware trialed two live webinars during World Mental Health Week. The success of these led to the decision to develop a monthly webinar offering, allowing us to feature a wider cohort of expert speakers and reach a broader audience. Aware rolled out the Aware Webinar Series in January 2021 with the inaugural webinar attracting over 1,200 registrations.

### SHARING LIVED EXPERIENCE

A key focus in our marketing activities is to tell the stories of our volunteers and service users who have experience of anxiety, depression and bipolar disorder – giving them a voice and providing hope to others going through similar experiences. In 2020, we continued to tell these stories via video content, blogs and securing opportunities in national and local media.



“

*Thank you for being there. Thank you for keeping me safe.*

”



# Financial Review

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**FINANCIAL YEAR ENDED**

**31 December 2020**



## Financial Review continued

Despite facing a number of challenges during the year as a direct result of Covid-19 (outlined in the previous section), thanks to the generosity and support from our corporate partners, the public and the State, Aware managed to end the year in a strong position with a total income of €1,978,891. Total expenditure was €1,782,533

At year-end, the company had reserves of €1,506,176. These reserves are available to cover the risk of a fall in future income generation and to support continued delivery of the strategic plan.

The results for the year ended 31 December 2020 are set out in full on page 32.

### Income

The Company generated income of €1,978,891 in the year, a modest increase from €1,898,304 in 2019.

In 2020, we received €458,247 in grant funding under Section 39 of the Health Act 2004, representing 23% of our overall income (2019: 25%). The remaining 78% (2019: 75%) of total income was generated by public and corporate support.

Approximately 75% of our income each year is not guaranteed and difficult to predict, so it's imperative that Aware operates a robust fundraising function. In 2020, fundraising expenditure amounted to €496,084. These costs were required to develop, implement and promote events and initiatives. On average, therefore it cost Aware €0.20 to generate €1 of income in 2020 (taking into account staff costs).

INCOME	2020 €	2019 €
Donations & legacies	942,239	752,903
Charitable activities	458,247	481,303
Trading activities	578,044	663,413
Other income	361	685
<b>Total Income</b>	<b>1,978,891</b>	<b>1,898,304</b>

### Restricted Income

The majority of the company's income and the funds held are unrestricted. Funding received from a number of organisations is allocated to the following programmes, and is treated as restricted:

- ESB Energy for Generations Fund, allocated to Life Skills for Schools Programme
- HSE Grant, allocated to Support Groups, Support Line and Support Mail
- National Office for Suicide Prevention, allocated to Life Skills Programme and new Bipolar Programme
- Facebook Grant, allocated to Relatives & Friends Programme
- Community Foundation of Ireland Grants, allocated to new website development, research into the impacts of Covid-19 on mental health and a series of Life Skills Programmes for Nursing Homes Ireland

### Expenditure

In 2020, Aware invested €1,782,533 (2019: €2,238,819) in furtherance of its goals.

EXPENDITURE	2020 €	2019 €
Charitable activities	1,286,226	1,789,692
Raising funds	496,307	449,127
<b>Total Expenditure</b>	<b>1,782,533</b>	<b>2,238,819</b>

### Financial Position

#### Reserves and Investment Policy

At year-end, the company had designated reserves of €667,277. In line with best practice, which the Directors consider as the level of funds required to provide for the orderly winding up of Aware in the unlikely event of it being necessary to close the company. The organisation holds a "Statement of Reserves and Investment Policy Principles" which has been approved by the Finance and Remuneration Committee. The key objectives of the policy are:

## Financial Review continued

- To ensure that the Company has sufficient funds to access in the event of a temporary reduction in income of the Company
- To ensure that there are sufficient funds maintained at all times to continue with a level of volunteer led supports services
- To ensure an orderly wind-up of the Company can be implemented if required
- That any additional funds are used to invest in services, fundraising and communications in line with the Company's strategic plans

As a planned consequence of the sale of our property in 2018 (our former offices located at 72 Lower Leeson Street), the Finance and Remuneration Committee recommended an increase in reserves from €309,000 to €666,000 taking into account the disposal of a property asset and the lease for a new office premises located at 9 Leeson Street Upper. This was approved by the Board. The Board and management keep this reserve requirement under regular review and it will be amended as and when required.

The Company held cash at bank of €1,919,401 as of 31 December 2020 of which €666,000 is set aside and held in two separate deposit bank accounts. The purpose of these accounts is twofold; firstly, to ring fence the winding up reserves of €309,000 and secondly to maintain an additional buffer which is available to meet cash requirements subject to approval by resolution of the Board. Also, of the cash held at bank €232,500 which is towards service delivery has been treated as deferred income as was only received in late 2020 and will be expensed in 2021.

### Pensions

The Company operates a defined contribution pension scheme for its employees. The assets of the scheme are held separately from those of the Company. The annual contributions payable is charged to the income and expenditure account. Every employee is entitled to join the Company pension after their probationary period, with the Company matching their contribution up to 5%.

### Remuneration Policy

A new remuneration policy was approved by the Board in 2018. The Finance and Remuneration Committee is responsible for reviewing salaries of all senior management roles within the organisation and from time to time to recommend increases to the Board, as appropriate. Management are responsible for setting and reviewing the salaries for staff, in accordance with the policy and approved budget.

The policy includes for the Finance and Remuneration Committee to review salaries and cost of living adjustments annually that may be deemed appropriate and to propose any such recommendation to the Board for approval.

The CEO's current salary is €97,850 per annum. This was set following a benchmarking review by the Board in 2014 and reviewed again in 2018. The CEO is paid for work related expenses which are authorized by the Chairman. The CEO has delegated responsibility to Senior Management for authorization of direct reports' expenses (with attached receipts).

### Dividends and Retention

The Company is precluded by its Memorandum of Association from paying dividends, either as part of normal operations or on a distribution of its assets in the event of a winding-up.

### Political Donations

There have been no donations made to any political party or organisations. The CEO does arrange to meet with the Minister of State with responsibility for Mental Health and other politicians from time to time. All meetings or correspondence is registered with the Lobbying Register as per the requirements of the Lobbying Act 2013.

### Department of Social Protection

The Department of Social Protection sponsor a Community Employment Project which provides a supportive working environment for participants who are returning to the workforce after a period of unemployment. The scheme participants were employed in the Aware charity shop located in Phibsboro, Dublin 7. The emergence of Covid-19 and the impact of government restrictions on shop operations resulted in its closure in October 2020. Regrettably, it was necessary to initiate redundancies for the three part-time staff employed by Aware to manage the shop. All participants of the scheme were redeployed to alternative employment. The arrangement with the Department of Social Protection has ended and the company that operated the scheme with the Department of Social Protection was closed in an orderly manner in late 2020.

# Governance

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## Governance continued

### **Organisational Structure and Management**

The Company is governed by its Memorandum and Articles of Association which sets out the objectives for which the Company is established and the respective duties, responsibilities and obligations of its Members and Directors.

### **Aware Board of Directors**

The Charity Regulator defines Charity Trustees (Directors in the case of companies such as Aware) as the people who exercise control over and are legally responsible for the management of the charity. The role of a Charity Trustee carries with it significant responsibility. While the Trustees can delegate tasks, they cannot delegate accountability. The Charity Regulator expects charities to be controlled and managed in a way that protects the charity's reputation and encourages public trust and confidence in the sector.

The Board of Directors is responsible for the strategic development and governance oversight of the Company on behalf of its Members. Membership is voluntary, with no remuneration paid and expenses reimbursed where claimed and receipted. All Directors are required to sign the Aware Volunteer Agreement, stating their commitment to the ethos and culture of Aware and committing to compliance with Aware's policies and procedures.

Membership of the Board of Directors is based on:

- Professional competencies and required skill sets (e.g. finance, legal). Many of the Directors were sourced through Boardmatch Ireland, the national organisation working to match professionals with not-for-profit Boards
- Voluntary commitment to Aware having volunteered with the organisation for a period of time and understanding Aware's ethos and culture, or currently delivering Aware's services
- Demonstrating insight and empathy into depression, prevention of same and overall mental wellbeing

There have been no contracts or arrangements entered into during the financial year in which a Director was materially interested or which were significant in relation to the charity's activities. Neither the Directors nor the Secretary had any financial interests in the company or in any related companies.

### *Board Profiles*

#### **Alan Duffy, Chairman**

Alan joined HSBC Bank plc in July 2006 to establish its Irish corporate banking business and has twenty-five years of international corporate banking experience. Alan took on the role of CEO with effect from 16 May 2014. Prior to joining HSBC, Alan held the position of Head of Wholesale Banking for ING Bank N.V. based in Dublin. He has also held the position of Head of Lending with Banque Bruxelles Lambert as well as spending five years with Scotiabank (Ireland) Limited, with responsibility for originating a wide range of corporate transactions across the Nordic market. A Business Studies graduate of Trinity College Dublin, Alan also holds an MBA from The Smurfit Graduate School of Business. He is a member of the Institute of Bankers and has recently completed a Certificate and Diploma with the Chartered Institute of Directors, London. Alan was elected Chairman in September 2017.

#### **Bernadette Grant**

Bernadette is an insight driven, result focused marketing strategist with broad geographic experience across local, European and Emerging markets. She has worked across a number of FMCG companies such as Lir Chocolates, Batchelors and Kellogg. Her career in Kellogg has spanned over 16 years where she worked as Marketing Director for various regions in Europe and in her most recent role led the innovation agenda for Europe where she demonstrated a strong track record for transformational growth of existing brands and led the development of new brands. She is a passionate leader of teams and enjoys developing talent. Bernadette was also one of the founding members of the Kellogg Diversity and Inclusion forum and was appointed resilience trainer for the European Organisation. She holds a B.Sc. Food Business and a Graduate Diploma in Management from University College Cork and is a Member of the Institute of Marketing.

## Governance continued

### **Dr Declan Lyons**

Declan is a Consultant Psychiatrist at St. Patrick's University Hospital, Dublin and Lecturer in Psychiatry at Trinity College Dublin. As an old age psychiatrist, Dr. Lyons has a special interest in depression and its impact on older adults. He is Director of the Evergreen Rehabilitative Programme at St Patrick's, and also co-ordinates a memory clinic with an emphasis on early diagnosis of dementia and other memory disorders.

### **Dr Keith Gaynor**

Keith is a Senior Clinical Psychologist in the St John of God Hospital, Stillorgan. He specialises in cognitive behavioural therapy (CBT) for anxiety disorders and depression. He has previously worked for the NHS at the Warneford Hospital, Oxford. He completed his clinical training at the Institute of Psychiatry, Maudsley Hospital, London. He completed his PhD in University College Dublin. He has written widely in academic journals on the topic of CBT and is regular contributor to the Irish media on issues of mental health. He has written a book titled: "Protecting Mental Health".

### **Jennifer Chamberlain**

Jennifer is currently Head of Marketing and Business Development at DLA Piper, Ireland's leading global law firm. Previously she held senior marketing and communications roles driving substantial annual growth in brand value, human capital and sales at BearingPoint, a global management and technology consultancy and before that at Ireland's national debit card (Laser Card), developing the brand from scratch to a national household name. She is passionate about entrepreneurialism and growing businesses and has enjoyed mentoring high potential start-ups with Enterprise Ireland since 2018. Jen has volunteered as a Non-Executive Director with Aware and Paralympics Ireland since 2011 and has recently joined the Board of the IE Domain Registry. Jen holds a BA (Hons) Degree in Marketing from Liverpool John Moores University and qualifications from Yale School of Business, the Marketing Institute of Ireland and the Digital Marketing Institute.

### **Keith Kiernan**

Keith is Chief Information Officer (CIO) of Bank of Ireland Group. He has responsibility for Group IT strategy and deployment, systems management, and the adoption of technologies to support the delivery of strategic business change programmes. Keith was formally Chief Operations and Technology Officer with RSA in Ireland where he had full executive responsibility for all aspects of the Technology Strategy, Delivery & Operations in addition to shared services and general insurance business operations. Prior to RSA, Keith held a number of roles with Telefonica O2 Ireland. Keith led O2's transformation journey providing the leadership and direction necessary to effect the sale and integration process of O2 Ireland to Hutchinson Whampoa ("3") in Ireland". A graduate of Trinity college Dublin Keith holds an honours degrees in Civil & Environmental Engineering.

### **Peter Cosgrove**

Peter is Managing Director of Futurewise, a future of work insights company and he is an expert on the world of work. He has experience in the Banking, Management Consulting and Staffing industries. Peter is also on the steering committee of the 30% Club and is former President of the National Recruitment Federation and former Chairman of Junior Achievement. He has published two books aimed at taking families off their digital devices. Peter was elected to Vice Chairman of Aware in 2017.

### **Piaras Power**

Piaras is a Partner with global law firm Eversheds Sutherland in Ireland, heading up the Firm's Banking & Financial Services practice group. Piaras has responsibility for advising both Irish and international clients on all aspects of banking law. In his role as practice group head, Piaras sits on the Firm's Executive Management Committee in addition to various sub-committee's covering key areas such as business strategy and diversity & inclusion. Piaras is a graduate of UCD and a member of the Law Society of Ireland.

### **Sarah Watson (Treasurer)**

Sarah is a Commerce graduate from UCD and holds a post graduate diploma in professional accounting from the UCD Smurfit Business School. She is a fellow of the Institute of Chartered Accountants in Ireland. Sarah commenced her career with PWC where she worked on various financial services clients, spending time both in Ireland and the US. She held various financial and risk management roles with UniCredit Group, BOI Group and Bank of New York. Sarah currently heads up the Finance function for Scotiabank in Ireland where she has responsibility for all financial and regulatory reporting.

## Governance continued

### **Stephen Crowley (Secretary)**

Stephen lives in Carrigaline, Co. Cork and has been involved with Aware as a Support Group Facilitator for five years. He also plays a key role in the Aware training team, delivering training to new volunteers. Stephen works as a Training and Development Specialist with Novartis Ringaskiddy Limited. He has worked with the company for 22 years across various departments including production and processing. Stephen is passionate about people and personal development, and in his free time he has completed a Diploma in Life & Executive Coaching and also studied Emotional Intelligence for two years in Carlow Institute of Technology.

### **Simon Holmes**

Simon is Executive Vice President of Investor Relations and Corporate Development at ICON plc, one of the world's leading contract research organisations helping to bring new medical treatments to market. He is responsible for the company's investor relations function and for the proactive identification and evaluation of potential acquisition candidates. Prior to this role, Simon was Group Director of Marketing, a position he assumed on joining ICON in July 2005. A graduate of the University of East Anglia and Cambridge University, Simon holds an MBA from the UCD Smurfit Business School and previously held senior positions with Microsoft, LogicaCMG and Cable and Wireless.

### **Sinead Brennan**

Sinead joined the NTMA in March 2014 as Head of Human Resources and was subsequently appointed Director, HR before becoming Chief People Officer. Prior to joining the NTMA, she was Head of Human Resources with KBC Bank Ireland and previously HR Director with BDO Ireland. Sinead has also worked in HR roles in the software sector and in HR consultancy services. Sinead is Chair of the Gender Matters initiative in the NTMA and is an advocate for Inclusion and Diversity across the Agency. Her professional passion is to create work cultures where people can thrive, develop and bring their authentic selves to work. She holds a PhD from Dublin City University (DCU) and her research topic was leadership development. She was announced as the 2019 Pearse Walsh Medal Award winner for her research. Sinead also holds an Masters in Business Studies from DCU.

### *Appointment and Induction of New Directors*

In accordance with the Company's Articles of Association, all Directors with the exception of office holders, retire from office at the Company's AGM and are eligible for reappointment at that meeting. All new Board members meet with the CEO prior to their formal appointment to the board and at this meeting the new Director is provided with an induction pack containing a copy of the Memorandum and Articles of Association, Annual Report and Financial Statements, an overview of all services and fundraising activities, the policies and procedures that exist within the organisation and a volunteer agreement between the new Director and the organisation that is to be signed. All Directors are required to sign Code of Conduct and Conflict of Interests Compliance Statements. These statements are designed to ensure that Directors declare potential conflicts of interests so the organization will be able to stand the test of ethics and scrutiny of all relevant stakeholders.

The Chair of the Board reviews the skills, experiences and competencies required to serve on the Board. The Board recognises the need for Directors who can provide strong clinical oversight to the organization, so Directors include a psychiatrist and a psychologist for that purpose. It is also necessary to include members with lived experience of depression or bipolar disorder and individuals who volunteer to deliver our services. This ensures that service users and volunteers are represented at Board level. The organisation also requires Directors who have financial, corporate governance and marketing expertise. The Chair and Board are satisfied that our current Board of Directors has that diversity and expertise. Diversity across age and gender is also very important to Aware, and the organisation remains committed to ensuring that the recruitment process and membership of the Board is reflective of this.

The present membership of the Board and the profiles of the Directors who served during the year is shown on pages 19 to 21. There were no resignations in 2020 and Aware welcomed three new Board Directors to include Bernadette Grant, Sinead Brennan and Piaras Power.

### *Board Committees*

For good governance, the Board has established a number of Committees whose members comprise of Board members. Staff, volunteers and interested parties may be co-opted to a Committee where deemed appropriate. Each Committee reports directly to the Board and meets several times during the year.

## Governance continued

The Committees are as follows:

- **Clinical Committee** - with responsibility for reviewing and recommending the organisation's clinical strategy, for reviewing and monitoring services to ensure they meet the highest clinical standards and for reviewing, recommending and overseeing programmes of research. This Committee met four times in 2020.
- **Finance and Remuneration Committee** - with responsibility for monitoring and reviewing the financial performance of the Company, including a thorough review of the Company's financial policies, controls, budgets and accounts, and for reviewing remuneration policies, procedures and changes to remuneration. This Committee met four times in 2020.
- **Services Committee** - with responsibility for reviewing existing services, developing new services, and monitoring progress in delivering on targets set for the year. This Committee met five times in 2020.
- **Fundraising Committee** – with responsibility for overseeing performance and development of the fundraising functions. This Committee met twice in 2020.
- **Strategic Review Committee** – with responsibility for the development of the new strategic plan for the organisation, formed in December 2020. This Committee met once in 2020.

### Board Sub-Committees and Membership at 31 December 2020

#### Clinical Committee

Dr. Declan Lyons	(Chair of the Committee and Director)
Dr. Pat McKeon	(Member)
Dr. Keith Gaynor	(Director)
Dr. Andrea Higgins	(Clinical Director at Aware) *replaced by Dr Claire Hayes in October 2020
Ms. Brid O'Meara	(Director of Services at Aware)

#### Services Committee

Mr. Peter Cosgrove	(Chair of the Committee and Vice Chair of the Board)
Ms. Annette Byrne	(Member and Volunteer)
Ms. Denise Donohue	(Volunteer)
Ms. Ann Flaherty	(Volunteer)
Mr. Gerard O'Neill	(Volunteer)
Ms. Brid O'Meara	(Director of Services at Aware)

#### Finance and Remuneration Committee

Ms. Sarah Watson	(Chair of the Committee and Treasurer of the Board)
Mr. Alan Duffy	(Director and Chair of the Board)
Mr. Neil Collins	(Volunteer)
Mr. Dominic Layden	(CEO at Aware)

#### Fundraising Committee

Mr. Simon Holmes	(Chair of the Committee and Director)
Ms. Jennifer Chamberlain	(Director)
Ms. Bernadette Grant	(Director)
Mr. Dominic Layden	(CEO at Aware)
Mr. Stephen Butterly	(Head of Fundraising at Aware)

#### Strategic Review Committee

Mr. Piaras Power	(Director)
Ms. Peter Cosgrove	(Director)
Ms. Bernadette Grant	(Director)
Ms Sinead Brennan	(Director)
Mr. Dominic Layden	(CEO at Aware)

### Board of Directors and Committee Meeting Attendance 2020

The Board meets a minimum of six times a year and additionally maintains close liaison and communication with the Chief Executive and senior staff members throughout the year. In 2020, due to the extenuating circumstances of Covid-19, the Board felt it prudent to increase the Board meetings to eight. All of these meetings took place over Zoom in order to adhere to government guidelines.

## Governance continued

Board meetings for the calendar year are set in advance the previous year. Before each Board meeting the Secretary circulates Board papers and an agenda to include the draft minutes of the previous meeting, matters for approval by the Board and matters for the attention of the Board. The CEO circulates a comprehensive report on activities and financial matters.

Board Director	Main Board Attendance (eligible meetings)	Sub-Committee Attendance (eligible meetings)
Mr. Alan Duffy (Chairperson)	7(8)	4(4) Finance Committee
Mr. Stephen Crowley (Secretary)	7(8)	N/A
Ms. Sarah Watson (Treasurer)	8(8)	4(4) Finance Committee
Mr. Peter Cosgrove (Vice Chair)	8(8)	4(4) Services Committee
		1(1) Strategic Committee
Ms. Bernadette Grant	7(8)	2(2) Fundraising Committee
		1(1) Strategic Committee
Dr. Declan Lyons	7(8)	4(4) Clinical Committee
Mr. Piaras Power	7(8)	1(1) Strategic Committee
Ms. Jennifer Chamberlaine	8(8)	2(2) Fundraising Committee
Mr. Simon Holmes	8(8)	2(2) Fundraising Committee
Dr. Keith Gaynor	7(8)	4(4) Clinical Committee
Ms. Sinead Brennan	4(8)	1(1) Strategic Committee
Mr. Keith Kiernan	7(8)	N/A
Mr. Dominic Layden (CEO Aware)	8(8)	2(2) Fundraising Committee
		4(4) Finance Committee
		1(1) Strategic Committee
Dr. Andrea Higgins (Clinical Director)	N/A	1(4) Clinical Committee
Dr. Claire Hayes (Clinical Director)	N/A	2(4) Clinical Committee
Ms Brid O'Meara (Director of Services)	N/A	5(5) Services Committee
Mr. Stephen Butterly (Head of Fundraising)	N/A	2(2) Fundraising Committee
Ms. Jamie Good (Head of Communications)		1(2) Fundraising Committee
Dr. Pat McKeon (Member)	N/A	3(4) Clinical Committee
Ms. Denise Donohue (Volunteer)	N/A	4(4) Services Committee
Mr. Gerard O'Neill (Volunteer)	N/A	4(4) Services Committee
Ms Ann Flaherty (Volunteer)	N/A	3(4) Services Committee
Mr Neil Collins (Volunteer)	N/A	1(4) Finance Committee
Ms. Annette Byrne (Volunteer)	N/A	4(4) Services Committee

\*Piaras Power and Bernadette Grant joined the Board on 24<sup>th</sup> March 2020, with Sinead Brennan joining on 23<sup>rd</sup> June. Neil Collins joined the Finance Committee on 10<sup>th</sup> November 2020. Dr Andrea Higgins resigned in February 2020 and was succeeded by Dr Claire Hayes in October 2020. Brid O'Meara resigned in August 2020 and was succeeded by Stephen McBride in December 2020.

#### Leadership Team

The Board delegates responsibility of day to day operations to a senior management team. The Chief Executive, Dominic Layden, manages the operations of the company, reports directly to the Board and is not a member of the Board of Directors. Responsibility for key services is delegated to functional heads as follows:

- Director of Services - Brid O'Meara (resigned in August 2020) and succeeded by Stephen McBride in December 2020
- Head of Fundraising and Business Development - Stephen Butterly
- Head of Communications - Jamie Good
- Clinical Director – Dr Andrea Higgins (resigned in February 2020) and succeeded by Dr Claire Hayes in October 2020

## Governance continued

### Commitment to Best Practice in Corporate Governance

Good governance is of paramount importance to the Board. The organisation is compliant with the Charities Governance Code as set out by the Charity Regulator to include maintenance of a Compliance Record Form which comes into effect in 2021. The Company is registered with the Charity Regulatory Authority and the Lobbying Register and makes returns as appropriate under the Lobbying Act (2015). The Company is also complying with the "Triple Lock Standard" as set out by Charities Institute Ireland which sets standards for transparent reporting, good fundraising, and governance. The Board maintains a risk register which is reviewed annually.

The organisation complies with legal requirements under a wide range of Acts, policies and charters including: Garda vetting; data protection legislation; employment legislation; health and safety legislation; Children First guidelines and the Irish Charities Tax Reform Statement of Guiding Principles for Fundraising.

The Finance and Remuneration Committee regularly reviews the organisation's financial controls, fundraising and internal policies to ensure Aware is compliant and operating to best practice.

### Board Engagement with Members

At the AGM each year the Board are invited to meet with the Members to review progress during that year and plans for the upcoming year. The Chair and the CEO are also available to meet with Members during the year to discuss any matters of concern or future developments. A newsletter is issued bimonthly to all Members, Directors and volunteers which provides details of events, services and developments in the organisation. The 2020 AGM was held on the 14<sup>th</sup> of December 2020 and included a presentation by the CEO highlighting the work of the organisation in the previous and current year, along with future plans for 2021. The Chairman then invited comments from the Members.

A new draft Memorandum and Articles of Association (The Constitution) for Aware was completed in 2018 in consultation with professional advisors as no review of same had taken place in the past 20 years. The Directors have a responsibility to ensure that the constitution of the organisation has been reviewed and is fit for the current and future requirements of the organisation. Any proposed changes were to ensure compliance with best practice and the Companies Acts 2014 and to ensure that new relevant services could be provided without the document requiring additional updates.

The Members requested a number of changes to the draft and these were approved by the Board of Directors at a Board Meeting on the 25<sup>th</sup> of November 2020. The approved draft was submitted to the Charity Regulator in December 2020, subsequently approved and will now be submitted to the Companies Registration Office.

### Principal Risks and Uncertainties

Anything that can adversely affect our ability to achieve our objectives, deliver our services at required levels, uphold our reputation or meet regulatory requirements can be defined as risk to the organisation.

Aware has a robust risk management process in place, supported by our governance structure and vigorous internal controls.

The Directors have responsibility to continually review significant risks and ensure that reasonable measures have been taken to manage those risks. Responsibility for implementation and management of mitigating measures is delegated to senior management who monitor the level of risk on an ongoing basis. The CEO reports on current and potential risks at each Board meeting.

The Board is satisfied that systems and processes are in place to monitor, manage and mitigate the organisation's exposure to its major risks.

*Internal controls include the following:*

- A comprehensive risk register which is reviewed regularly and updated as required. The Risk Register last reviewed in 2018 was updated and reviewed again by the Board on 28<sup>th</sup> March 2021
- Development of an annual plan and budget for approval by the Board, with management providing regular progress reports to include financial reporting
- Annual financial review by an external independent auditor
- Sub-Committees of the Board tasked with gauging potential risks within the relevant areas and updating the Board accordingly i.e. Clinical Committee, Services Committee, Fundraising Committee, Finance and Remuneration Committee

## Governance continued

- Development of key policies and protocols to ensure corporate and clinical governance
- Regular engagement with the relevant bodies to ensure compliance with all regulatory and legal requirements

The following outlines a number of principal risks and uncertainties, deemed medium or high risk by the Board, that could materially and adversely impact the Company's future operating results or financial position, along with examples of the mitigation measures in place.

### Funding Risk

A reduction in fundraising income or State funding.

*Mitigation measures:*

- Regular financial planning including budgeting and monitoring of income and expenditure
- Operate a flexible service delivery model which enables the number of services delivered and corresponding costs to be managed to respond to conditions such as a reduction in the timing or quantum of funding available
- Maintaining diverse income streams to reduce dependence on any one source
- Continual investment in the fundraising function to develop existing and new income sources
- Increased engagement with HSE
- Regular Finance and Remuneration Committee, Fundraising Committee and Board oversight of performance

### Volunteer Risk

Inability to recruit and retain the required volume of volunteers.

*Mitigation measures include:*

- Anticipating service requirements and continuing to recruit new volunteers in phases throughout the year
- Prioritising the volunteer experience and their wellbeing - listening to feedback and providing ongoing support and development
- Ensuring that Aware meets the requirements for the Investing in Volunteers Quality Standard, which the organization has held since January 2015 (audited every three years) demonstrating that our volunteer management policies and procedures meet the highest recognised standards in the UK and Ireland

### Reputational Risk

Specifically linked to confidentiality and data protection breaches.

*Mitigation measures include:*

- Independent review in 2018 to ensure the organisation was fully compliant with GDPR legislation
- Implementation of best practice data protection and confidentiality protocols
- Regular review of data protection policies, procedures and systems
- Designated staff member with responsibility for overseeing these protocols and updating staff accordingly

### Clinical Risk

*Mitigation measures include:*

- A dedicated Clinical Committee that is made up of Board members and meets a minimum of six times per year, with responsibility to gauge and assess clinical risks
- Use of established protocols for the protection of service users, child protection, safeguarding vulnerable adults, confidentiality, complaints and reporting of same
- Use of established protocols for the vetting, training and continual assessment of volunteers and contractors, including thorough unannounced attendance, observation and assessment of programme sessions by senior management and the use of feedback forms from programme attendees
- Regular clinical reviews of Aware's services, most recently in February 2019 to identify current service functions, needs, impact and future directions, current functioning in the context of international best

## Governance continued

practice. These reviews outline recommendations for Board approval and implementation plans prepared accordingly

- Conducting independent evaluation of services and adoption of recommendations
- The newly appointed Director of Services has determined the need for a Risk and Safety Committee to be formed to include Staff and Management, meeting monthly to review live risk and safety issues that can arise in the delivery of our services

### Health & Safety Risk

Protecting the health and safety of our staff, volunteers, service users and the public.

*Mitigation measures include:*

- Use of established policies and protocols in case of emergencies, with designated staff members in the role of Health & Safety Officers
- Developing safety statements as required to address new risks i.e. Covid-19

### People Risk

Attracting and retaining key staff.

*Mitigation measures include:*

- Annual staff performance and development reviews
- Commitment to a flexible and supportive working environment
- Formation of a Finance & Remuneration Committee in 2019
- Assessing skill gaps and future requirements within each Strategic Review

### Competitor Risk

Competition from other service providers, potentially impacting on brand and future funding.

*Mitigation measures include:*

- Regularly assessing our service remit vs what is available to ensure we are meeting a need, rather than duplicating other offerings
- Ongoing evaluation of services to ensure services provided are relevant and in demand, to include a 3-yearly stakeholder review
- The Board regularly reviews services and market needs to relevance of existing services and to determine new service offerings

### External Risk

*Mitigation measures include:*

- Robust insurance cover to mitigate against any possible claims against the organisation. This includes cover for the following:
  - Professional Indemnity
  - Management Liability (including Directors and Officer Cover and Employment Practices Liability)
  - Public and Products and Employers Liability
  - Property Building and Contents
  - Business Interruption
  - Email and Internet

The emergence of Covid-19 represented the most significant risk facing the charity sector (and the economy and society as a whole) in 2020.

*Mitigation measures included:*

- Increased the frequency of Board meetings (via Zoom) to eight times during 2020, to enable the Board to better understand the risks as events were cancelled or postponed and to determine what cost reduction measures might have to be taken during the year

## Governance continued

- Extraordinary meetings of all Sub-Committees between March and June to review the impact and risks arising from Covid-19 on each individual area
- Suspension of all face to face interaction – working, volunteering, events, availing of services to ensure the health and safety of staff, volunteers and the public. Necessary modifications implemented to allow for remote working and volunteering, virtual events and modified service delivery via virtual alternatives
- Significantly increased the recruitment and training of volunteers to meet the increase in demand for our services

### Other Important Policies

The Board approved a new Whistle Blowing policy in 2017 and a Home Working policy in 2018.

### Environment

The company supports its staff and volunteers to conduct its business in a manner that helps protect the environment for all, including through the recycling of office waste where possible and the continued review of working practices to help to reduce the company's environmental impact.

# Financial Statements

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## Financial Statements continued

### Preparation of Financial Report

#### *Accounting Records*

The measures taken by the Directors to secure compliance with the Company's obligations to keep adequate accounting records are the use of appropriate systems and procedures and employment of competent persons. The accounting records are kept at 9 Leeson Street Upper, Dublin 4.

#### *Disclosure of Information to Auditors*

The Directors in office at the date of this report have each confirmed that:

- as far as he/she is aware, there is no relevant audit information of which the company's statutory auditors are unaware; and
- he/she has taken all the steps that he/she ought to have taken as a director in order to make himself/herself aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

#### *Auditors*

The auditors, PriceWaterhouseCoopers have indicated their willingness to continue in office, and a resolution that they be re-appointed will be proposed at the Annual General Meeting.

### Directors' Responsibility Statement

The Directors present their Directors' Report together with the audited financial statements of the Company for the financial year ended 31 December 2020. The Directors are considered to be the Trustees of the Company, for the purposes of compliance with Charities SORP (FRS102). The Directors' Report contains the disclosures required in a Trustees' report in accordance with Charities SORP (FRS102).

This report has been prepared in accordance with the requirements of the Companies Act 2014 and the provisions of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the financial reporting standard applicable in the Republic of Ireland (FRS102), hereafter denoted as the Charities SORP (FRS102). The Charities SORP (FRS102) is not yet mandatory in the Republic of Ireland and the Irish Charities Regulation has not prescribed accounting regulations for Irish Charities. In the absence of such prescriptive guidance, the Board has adopted the Charities SORP (FRS102) as it is considered best practice.

#### *Statement of Directors' Responsibilities*

The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law.

Irish law requires the directors to prepare financial statements for each financial year giving a true and fair view of the company's assets, liabilities and financial position at the end of the financial year and the net income/(expenditure) of the company for the financial year. Under that law the Directors have prepared the financial statements in accordance with Generally Accepted Accounting Practice in Ireland.

## Financial Statements continued

Under Irish law, the Directors shall not approve the financial statements unless they are satisfied that they give a true and fair view of the company's assets, liabilities and financial position at the end of the financial year and the net income/(expenditure) of the company for the financial year.

In preparing these financial statements, the Directors are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether the financial statements have been prepared in accordance with applicable accounting standards and identify the standards in question, subject to any material departures from those standards being disclosed and explained in the notes to the financial statements
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business

The Directors are responsible for keeping adequate accounting records that are sufficient to:

- Correctly record and explain the transactions of the Company
- Enable, at any time, the assets, liabilities, financial position and net income/(expenditure) of the Company to be determined with reasonable accuracy
- Enable the Directors to ensure that the financial statements comply with the Companies Act 2014 and enable those financial statements to be audited

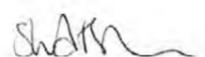
The Directors are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### On behalf of the board



Alan Duffy

Chairman



Sarah Watson

Treasurer

Date: 25<sup>th</sup> May 2021

## Financial Statements continued



### *Independent auditors' report to the members of Aware*

#### Report on the audit of the financial statements

##### Opinion

In our opinion, Aware's financial statements:

- give a true and fair view of the company's assets, liabilities and financial position as at 31 December 2020 and of its income and cash flows for the year then ended;
- have been properly prepared in accordance with Generally Accepted Accounting Practice in Ireland (accounting standards issued by the Financial Reporting Council of the UK, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and Irish law); and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

We have audited the financial statements, included within the Annual Report, which comprise:

- the Balance Sheet as at 31 December 2020;
- the Statement of Financial Activities for the year then ended;
- the Statement of Cash Flow for the year then ended;
- the Statement of Changes in Funds for the year then ended; and
- the notes to the financial statements, which include a description of the significant accounting policies.

##### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) ("ISAs (Ireland)") and applicable law.

Our responsibilities under ISAs (Ireland) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

##### Independence

We remained independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland, which includes IAASA's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

##### Conclusions relating to going concern

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from the date on which the financial statements are authorised for issue.

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

However, because not all future events or conditions can be predicted, this conclusion is not a guarantee as to the company's ability to continue as a going concern.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.



### Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report based on these responsibilities.

With respect to the Directors' Report, we also considered whether the disclosures required by the Companies Act 2014 have been included.

Based on the responsibilities described above and our work undertaken in the course of the audit, ISAs (Ireland) and the Companies Act 2014 require us to also report certain opinions and matters as described below:

- In our opinion, based on the work undertaken in the course of the audit, the information given in the Directors' Report for the year ended 31 December 2020 is consistent with the financial statements and has been prepared in accordance with applicable legal requirements.
- Based on our knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report.

### Responsibilities for the financial statements and the audit

#### *Responsibilities of the directors for the financial statements*

As explained more fully in the Statement of Directors' Responsibilities set out on page 3, the directors are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view.

The directors are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations or have no realistic alternative but to do so.

#### *Auditors' responsibilities for the audit of the financial statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Our audit testing might include testing complete populations of certain transactions and balances, possibly using data auditing techniques. However, it typically involves selecting a limited number of items for testing, rather than testing complete populations. We will often seek to target particular items for testing based on their size or risk characteristics. In other cases, we will use audit sampling to enable us to draw a conclusion about the population from which the sample is selected.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA website at:

[https://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description\\_of\\_auditors\\_responsibilities\\_for\\_audit.pdf](https://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf)

This description forms part of our auditors' report.



### *Use of this report*

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with section 391 of the Companies Act 2014 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

### Other required reporting

#### **Companies Act 2014 opinions on other matters**

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The financial statements are in agreement with the accounting records.

#### **Other exception reporting**

##### *Directors' remuneration and transactions*

Under the Companies Act 2014 we are required to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by sections 305 to 312 of that Act have not been made. We have no exceptions to report arising from this responsibility.

John Dunne  
for and on behalf of PricewaterhouseCoopers  
Chartered Accountants and Statutory Audit Firm  
Dublin  
May 2021

## Financial Statements continued

### STATEMENT OF FINANCIAL ACTIVITIES Financial Year Ended 31 December 2020

	Notes	Unrestricted funds €	Restricted funds €	Total 2020 €	Total 2019 €
<b>Income from</b>					
Donations and legacies	5	832,239	110,000	942,239	752,903
Charitable activities	6	-	458,247	458,247	481,303
Other trading activities	7	578,044	-	578,044	663,413
Other income	8	361	-	361	685
<b>Total</b>		<b>1,410,644</b>	<b>568,247</b>	<b>1,978,891</b>	<b>1,898,304</b>
<b>Expenditure on</b>					
Charitable activities	9	706,045	580,181	1,286,226	1,789,692
Raising funds	10	496,307	-	496,307	449,127
<b>Total</b>		<b>1,202,352</b>	<b>580,181</b>	<b>1,782,533</b>	<b>2,238,819</b>
<b>Net income/(expenditure)</b>		<b>208,292</b>	<b>(11,934)</b>	<b>196,358</b>	<b>(340,515)</b>
<b>Reconciliation of funds</b>					
Fund balances brought forward		1,296,065	13,753	1,309,818	1,650,333
<b>Total funds carried forward</b>		<b>1,504,357</b>	<b>1,819</b>	<b>1,506,176</b>	<b>1,309,818</b>

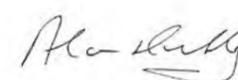
The Company had no recognised gains or losses in the year other than those stated in the Statement of Financial Activities.

## Financial Statements continued

### BALANCE SHEET As at 31 December 2020

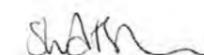
	Notes	2020 €	2019 €
<b>Fixed assets</b>			
		-	-
<b>Current assets</b>			
Debtors and prepayments	17	48,504	87,275
Cash at bank and in hand		1,919,401	1,340,112
<b>Total current assets</b>		<b>1,967,905</b>	<b>1,427,387</b>
<b>Liabilities</b>			
Creditors - amounts due within one year	18	(461,729)	(117,569)
<b>Net current assets</b>		<b>1,506,176</b>	<b>1,309,818</b>
<b>Total assets less current liabilities</b>		<b>1,506,176</b>	<b>1,309,818</b>
<b>Net assets</b>		<b>1,506,176</b>	<b>1,309,818</b>
<b>The funds of the charity</b>			
General funds		1,506,176	1,309,818

#### On behalf of the board



Alan Duffy

**Chairman**



Sarah Watson

**Treasurer**

**Date:** 25<sup>th</sup> May 2021

## Financial Statements continued

### STATEMENT OF CHANGES IN FUNDS Financial Year Ended 31 December 2020

	Unrestricted funds	Restricted operating funds	Designated funds	Total
	€	€	€	€
Fund balance brought forward at 1 January 2019	965,982	17,074	667,277	1,309,818
Income	1,288,793	609,511	-	-
Expenditure	(1,625,987)	(612,832)	-	(2,238,819)
Transfers	-	-	-	-
Gains and losses	-	-	-	-
<b>Fund balances carried forward at 31 December 2019</b>	<b>628,788</b>	<b>13,753</b>	<b>667,277</b>	<b>1,309,818</b>
Fund balance brought forward at 1 January 2020	628,788	13,753	667,277	1,309,818
Income	1,410,644	568,247	-	1,978,891
Expenditure	(1,202,352)	(580,181)	-	(1,782,533)
Transfers	-	-	-	-
Gains and losses	-	-	-	-
<b>Fund balances carried forward at 31 December 2020</b>	<b>837,080</b>	<b>1,819</b>	<b>667,277</b>	<b>1,506,176</b>

## Financial Statements continued

### STATEMENT OF CASH FLOW Financial Year Ended 31 December 2020

	Notes	2020 €	2019 €
<b>Net cash inflow/(outflow) from operating activities</b>		<b>578,928</b>	<b>(452,913)</b>
<b>Cash flows from investment activities</b>			
Interest received	8	361	685
<b>Net cash provided by investing activities</b>		<b>361</b>	<b>685</b>
<b>Changes in cash and cash equivalents in the reporting year</b>		<b>579,289</b>	<b>(452,228)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b>1,340,112</b>	<b>1,792,340</b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<b>1,919,401</b>	<b>1,340,112</b>
<b>Reconciliation of net income/(expenditure) to net cash flow from operating activities</b>			
Net incoming/(outgoing) resources for the reporting period		196,358	(340,515)
Depreciation		-	-
Decrease/(increase) in debtors		38,771	(19,822)
Increase/(decrease) in creditors		344,160	(91,891)
Interest receivable		(361)	(685)
<b>Net cash inflow/(outflow) from operating activities</b>		<b>578,928</b>	<b>(452,913)</b>

NOTES TO THE FINANCIAL STATEMENTS

1 General information

Aware is a company limited by guarantee and not having a share capital. It was incorporated in Ireland under registration number 235838 and has its registered office at 9 Leeson Street Upper, Dublin 4.

2 Statement of compliance

The entity financial statements have been prepared on a going concern basis and in accordance with Irish GAAP (accounting standards issued by the Financial Reporting Council of the UK). The entity financial statements comply with Financial Reporting Standard 102, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (FRS 102), and the Companies Act 2014. The financial statements have also been prepared in accordance with the recommendations of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland Charities (SORP FRS 102).

Charity SORP is not currently mandatory under Charities Act, 2009.

3 Summary of significant accounting policies

**Basis of preparation**

The financial statements have been prepared in accordance with the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2014.

The significant accounting policies used in the preparation of the entity financial statements are set out below. These policies have been consistently applied to all financial years presented, unless otherwise stated.

The preparation of financial statements in conformity with FRS 102 requires the use of certain key assumptions concerning the future, and other key sources of estimation uncertainty at the reporting date. It also requires the directors to exercise their judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or areas where assumptions and estimates have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are disclosed in note 4.

**Going concern**

In preparing the financial statements, the Directors have considered the going concern position. The company primarily meets its day to day working capital requirements through cash flows generated from operating activities together with its available banking facilities.

In view of the potential risks associated with the on-going Covid-19 pandemic (see note 24), the company has performed an impact assessment considering the expected impacts of the pandemic and the mitigating measures in place. We expect to continue to see increased demand for the Company's services, combined with on-going pressure to maintain income and donations and operating costs at current levels. In preparing the impact assessment, a number of scenarios were considered including the impact of the pandemic over an extended period of up to 12 months following the approval of the Financial Statements. The key assumptions within each of these scenarios include increasing service levels and increased costs for a limited period. The assessment indicates that there is no impact on the Company's ability to retain sufficient liquidity to meet its financial obligations as they fall due.

Having regard to the factors noted above, the directors are satisfied that the company has adequate resources to continue in operational existence for the foreseeable future, being at least twelve months from the date of approval of these financial statements. The company therefore continues to adopt the going concern basis in preparing its financial statements.

NOTES TO THE FINANCIAL STATEMENTS - continued

3 Summary of significant accounting policies - continued

**Value added tax**

As the activities of Aware are classified as exempt or non-business activities for the purposes of value added tax, the company is unable to reclaim any of the value added tax which it suffers on its purchases. Expenditure in these financial statements is shown inclusive of such irrecoverable value added tax.

**Incoming resources**

Incoming resources are included in the Statement of Financial Activities (SOFA) when Aware is entitled to the income, it is virtually certain that it will be received and the income can be quantified with reasonable certainty. Income is shown gross before deduction of associated costs. No amounts are included for services donated by volunteers.

**Income comprises:**

*Donations:*

Donations are accounted for when Aware is entitled to the monies or assets donated.

*Legacies:*

Legacies are recognised when Aware is legally entitled to them. This entitlement arises when Aware is advised that payment will be made or property transferred and the amount can be measured with reasonable certainty.

*Grant income:*

Grant income is recognised when Aware is entitled to receive the income.

*Training and support:*

Training and support income (included within other trading activities) is recognised when the services have been delivered and there is virtual certainty of receipt of amounts due.

*Shop income:*

All shop income is accounted for when the sale takes place.

*Investment income:*

Investment income is accounted for on an accruals basis.

**Resources expended**

Expenditure is analysed between expenditure on charitable activities, raising funds and support costs.

Expenditure is accounted for on an accruals basis. Allocations of support costs are based on the appropriate combination of staff time, department headcount or wage cost, direct expenditure or activity levels. Irrecoverable VAT is included with the expense items to which it relates.

**Expenditure and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred. Expenditure is classified under the following activity headings:

**Charitable activities**

- Costs of charitable activities comprise of costs incurred by the company in providing training, support and educational services.

**Raising funds**

- Costs of raising funds comprise the costs incurred by the company in raising funds for its charitable purposes. It includes the costs of all fundraising activities and events.

NOTES TO THE FINANCIAL STATEMENTS - continued

3 Summary of significant accounting policies - continued

**Support costs**

Support costs are those functions that assist the work of the company but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the company's programmes and activities.

**Employee benefits**

The company provides a range of benefits to employees, including short term employee benefits such as paid holiday arrangements and post-employment benefits (in the form of a defined contribution pension plan, as required by law).

**(i) Short term employee benefits**

Short term employee benefits, including paid holiday arrangements and other similar non-monetary benefits, are recognised as an expense in the financial year in which employees render the related benefit.

**(ii) Post-employment benefits**

**Defined contribution plan**

The company operates a defined contribution plan for certain employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity and has no legal or constructive obligation to pay further contributions or to make direct benefit payments to employees if the fund does not hold sufficient assets to pay all employee benefits relating to employee service in the current and prior periods. The assets of the plan are held separately from the company in independently administered funds. The contributions to the defined contribution plan are recognised as an expense when they are due. Amounts not paid are shown in accruals in the balance sheet.

**Fund accounting**

Income is classified as restricted and unrestricted as appropriate. Restricted income is used for specified purposes laid down by the donor. Expenditure for those purposes is charged against that income, together with a fair allocation of overheads and support costs, if any. All other income is unrestricted for expenditure on the general objectives of the company.

**Financial instruments**

The company has chosen to apply the provisions of Sections 11 and 12 of FRS 102 to account for all of its financial instruments.

**(i) Financial assets**

Basic financial assets, including other debtors, cash and cash equivalents, and short-term deposits, are initially recognised at transaction price (including transaction costs), unless the arrangement constitutes a financing transaction. Where the arrangement constitutes a financing transaction the resulting financial asset is initially measured at the present value of the future receipts discounted at a market rate of interest for a similar debt instrument.

Other debtors and cash and cash equivalents, are subsequently measured at amortised cost using the effective interest method.

At the end of each financial year financial assets measured at amortised cost are assessed for objective evidence of impairment. If there is objective evidence that a financial asset measured at amortised cost is impaired an impairment loss is recognised in the Statement of Financial Activities.

The impairment loss is the difference between the financial asset's carrying amount and the present value of the financial asset's estimated cash inflows discounted at the asset's original effective interest rate.

NOTES TO THE FINANCIAL STATEMENTS - continued

3 Summary of significant accounting policies - continued

**Financial instruments - continued**

**(ii) Financial liabilities**

Basic financial liabilities, including trade and other creditors, and bank loans, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction. Where the arrangement constitutes a financing transaction the resulting financial liability is initially measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Trade and other creditors and financial liability from arrangements which constitute financing transactions are subsequently carried at amortised cost, using the effective interest method. Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are classified as due within one year if payment is due within one year or less. If not, they are presented as falling due after more than one year. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

**Provisions and contingencies**

**(i) Provisions**

Provisions are liabilities of uncertain timing or amount. Provisions are recognised when the company has a present legal or constructive obligation as a result of past events; it is probable that a transfer of economic benefits will be required to settle the obligation; and the amount of the obligation can be estimated reliably.

Provisions are measured at the present value of the best estimate of the amount required to settle the obligation using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability. Provisions are reviewed at the end of each financial year and adjusted to reflect the current best estimate of the amount required to settle the obligation. The unwinding of the discount is recognised as a finance cost in the Statement of Financial Activities, presented as part of 'interest payable and similar charges' in the financial year in which it arises.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole.

**(ii) Contingencies**

Contingent liabilities, arising as a result of past events, are not recognised as a liability where it is not probable that the company will be required to transfer economic benefits in settlement of the obligation or the amount cannot be reliably measured at the end of the financial year. Possible but uncertain obligations are not recognised as liabilities but are contingent liabilities. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

Contingent assets are not recognised. Contingent assets are disclosed in the financial statements when an inflow of economic benefits is probable.

**Recovery of PAYE on donations**

Income generated from the recovery of PAYE on donations is recognised when it is probable that the income will be received, and the amount can be measured reliably.

NOTES TO THE FINANCIAL STATEMENTS - continued

3 Summary of significant accounting policies - continued

**Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised. Please refer to the directors' report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the company would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**Cash and cash equivalents**

Cash and cash equivalents includes cash in hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less. Bank overdrafts are shown within borrowings in current liabilities. Cash and cash equivalents are initially measured at transaction price and subsequently measured at amortised cost.

Bank deposits which have original maturities of more than three months are not cash and cash equivalents and are presented as current asset investments.

**Reserves**

The company needs reserves to allow it to continue to deliver its services to those who need them in the event that there is a fall in income or if unforeseen circumstances arise. Reserves are also required to meet contractual liabilities, including redundancy payments, payments to creditors and other related costs of winding up the company in the event that the company has to close. The company holds its designated reserves in two identifiable bank accounts which the board considers is more than sufficient to meet such costs.

4 Critical accounting judgements and estimation uncertainty

Estimates and judgements made in the process of preparing the company financial statements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The directors make estimates and assumptions concerning the future in the process of preparing the entity financial statements. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are addressed below:

(i) **Impairment of debtors**

The Finance and Remuneration Committee make an assessment at the end of each financial year of whether there is objective evidence that debtors are recoverable. When assessing impairment of other debtors, the Finance and Remuneration Committee consider factors including the age profile of outstanding balances and recent corresponding and historical experience of cash collections from the debtor. See note 17 for the net carrying amount of the debtors and the impairment loss recognised in the financial year.

NOTES TO THE FINANCIAL STATEMENTS - continued

5 Income from donations and legacies	Unrestricted €	Restricted €	2020 €	2019 €
Bequests	72,690	-	72,690	62,653
Corporate sponsorships	541,793	100,000	641,793	445,595
Corporate event donations	1,490	-	1,490	68,305
Public donations	216,266	-	216,267	176,350
Other Grants	-	10,000	10,000	-
<b>Total donations and legacies</b>	<b>832,239</b>	<b>110,000</b>	<b>942,239</b>	<b>752,903</b>

6 Income from charitable activities	Unrestricted €	Restricted €	2020 €	2019 €
<b>Grants received</b>				
HSE North West area - CH01	-	8,476	8,476	8,476
HSE Dublin South West area - CH07	-	74,203	74,203	74,203
HSE Midland area - CH08	-	10,000	10,000	10,000
HSE North Eastern area - CH08	-	11,687	11,687	11,687
HSE Mid-Western area - CH03	-	10,566	10,566	10,570
HSE Western area - CH02	-	8,067	8,067	8,067
National Mental Health Area	-	37,752	37,752	37,752
National Lottery Funding	-	-	-	28,782
National Office of Suicide Prevention	-	297,496	297,496	297,496
<b>Total income from charitable activities</b>	<b>-</b>	<b>458,247</b>	<b>458,247</b>	<b>487,033</b>

7 Income from other trading activities	Unrestricted €	Restricted €	2020 €	2019 €
Charitable events	205,169	-	205,169	234,170
General fundraising	355,992	-	355,992	333,153
Shop and Christmas cards	16,883	-	16,883	96,090
	<b>578,044</b>	<b>-</b>	<b>578,044</b>	<b>663,413</b>

8 Other income	Unrestricted €	Restricted €	2020 €	2019 €
Bank interest received	361	-	361	685
	<b>361</b>	<b>-</b>	<b>361</b>	<b>685</b>

## Financial Statements continued

### NOTES TO THE FINANCIAL STATEMENTS - continued

9 Expenditure on charitable activities	Note	Unrestricted €	Restricted €	2020 €	2019 €
Marketing		19,899	-	19,899	58,372
Recruitment		25,735	-	25,735	-
Staff costs		338,804	286,088	624,892	693,459
Support costs	11	218,258	7,000	225,257	244,156
Training and support programmes		103,350	287,093	390,443	793,705
		<u>706,046</u>	<u>580,181</u>	<u>1,286,226</u>	<u>1,731,320</u>

10 Expenditure on raising funds	Note	Unrestricted €	Restricted €	2020 €	2019 €
Charity shop		12,084	-	12,084	29,002
Fundraising events		122,734	-	122,734	99,644
General fundraising		21,607	-	21,607	66,589
Recruitment		-	-	-	27,302
Staff costs		301,834	-	301,834	131,871
Support costs	11	38,048	-	38,048	94,719
		<u>496,307</u>	<u>-</u>	<u>496,307</u>	<u>449,127</u>

11 Support costs		Charitable activities €	Raising funds €	Total €
<b>2019</b>				
Administration costs		14,967	4,646	19,613
Finance costs		638	638	1,276
Other support costs		24,045	11,492	35,537
Overheads		106,876	33,069	139,945
Professional fees		32,167	10,460	42,627
Staff costs		58,316	31,401	89,717
Sundry		7,147	3,013	10,160
		<u>244,156</u>	<u>94,719</u>	<u>338,875</u>

2020		Charitable activities €	Raising funds €	Total €
Administration costs		21,115	6,758	27,873
Finance costs		811	-	811
Other support costs		7,568	2,548	10,116
Overheads		125,906	9,707	135,613
Professional fees		47,092	6,771	53,863
Staff costs		17,347	9,341	26,688
Sundry		5,418	2,923	8,341
		<u>225,257</u>	<u>38,048</u>	<u>263,305</u>

Support costs are apportioned across expenditure types on the basis of staff numbers and utilisation, as appropriate.

## Financial Statements continued

### NOTES TO THE FINANCIAL STATEMENTS – continued

12 Particulars of employees	2020 Number	2019 Number
The average number of staff employed by the company during the financial year amounted to:		
Administrative staff	1	2
Sales/fundraising	5	5
Staff deployed in therapeutic services	15	14
Total number of staff	<u>21</u>	<u>21</u>

#### Staff costs:

The number of higher paid employees:

	2020 Number	2019 Number
€90,000 - €100,000	2	2
€80,000 - €90,000	1	1
€70,000 - €80,000	-	-
	<u>-</u>	<u>-</u>

	2020 €	2019 €
Wages and salaries	789,905	794,560
Redundancy costs	44,689	-
Social insurance costs	89,143	90,842
Pension costs	29,677	29,645
	<u>953,414</u>	<u>915,047</u>

As part of the closure of the charity shop during the year, there were three redundancies, which were paid in line with statutory redundancy requirements.

On the basis that income was expected to fall significantly in 2020, the company applied for the temporary wage subsidy scheme. The company managed to make up any lost income and have therefore arranged to return the funds received under the temporary wage subsidy scheme of €120,542 to the Revenue Commissioners in 2021.

#### Key management

The compensation paid or payable to key management for employee services is shown below. Compensation paid or payable includes salaries, social insurance costs and post-employment benefits.

	2020 €	2019 €
Total remuneration for key management	<u>343,639</u>	<u>304,297</u>

### 13 Directors' emoluments

The company does not pay any remuneration to the volunteer Board of Directors.

Directors are reimbursed for receipted expenses which in 2020 totalled €Nil. (2019: €Nil).

## Financial Statements continued

### NOTES TO THE FINANCIAL STATEMENTS – continued

14 Interest payable and similar charges	2020 €	2019 €
Interest payable on bank borrowing	-	-

15 Net income/(expenditure) for the year	2020 €	2019 €
This is stated after charging:		
Depreciation	-	-
Audit fees (excluding VAT)	21,000	21,000

### 16 Fixed assets

The company did not hold any Fixed assets during 2020 or 2019.

17 Debtors and prepayments	2020 €	2019 €
Debtors	34,621	68,765
Prepayments	13,883	18,510
	<u>48,504</u>	<u>87,275</u>

All amounts are receivable within one year. Debtors are stated after provision for impairment of €Nil (2019: €Nil).

18 Creditors - amounts falling due within one year	2020 €	2019 €
Trade creditors	53,931	42,712
Accruals	146,261	24,685
Pay related social insurance	24,366	29,744
Other creditors	4,671	3,705
Amount due to Aware Community Employment Scheme	-	16,723
Deferred income	232,500	-
	<u>461,729</u>	<u>117,569</u>

Amounts owed to related parties in respect of Aware Community Employment Scheme are unsecured, interest free, have no fixed date of repayment and are repayable on demand.

Trade and other creditors are payable at various dates in the next three months in accordance with the suppliers' usual and customary credit terms.

Tax and social insurance are repayable at various dates over the coming months in accordance with the applicable statutory provisions.

## Financial Statements continued

### NOTES TO THE FINANCIAL STATEMENTS – continued

19 Financial instruments	2020 €	2019 €
Financial assets:		
- Cash at bank and in hand	<u>1,919,401</u>	<u>1,340,112</u>
- Debtors and prepayments	<u>48,504</u>	<u>87,275</u>
Financial liabilities:		
- Trade creditors	53,931	42,712
- Accruals	146,261	24,685
- Pay related social insurance	24,366	29,744
- Other creditors	4,671	3,705
- Amount due to Aware Community Employment Scheme	-	16,723
- Deferred Restricted Income	232,500	-
	<u>461,729</u>	<u>117,569</u>

### 20 Related party transactions

There are no related party transactions, other than those with Aware Community Employment Scheme as disclosed in note 18.

### 21 Controlling party

On a day to day basis, the company is governed by the board of volunteer directors. No director derives economic benefit from the company. The composition of the board of directors is ultimately controlled by the members.

### 22 Comparative amounts

Certain comparative amounts have been reclassified to maintain comparability with current year disclosures.

### 23 Commitments

The Company signed a lease on an office located at 9 Leeson Street Upper, Dublin 4. This office is the main office for the organisation and staff and volunteers on the support line are based at this location. The Company entered into a 10 year lease with a 5 year break clause on 29 November 2017 at an annual rent of €83,000 per annum.

There were no other commitments at year end 31 December 2020.

NOTES TO THE FINANCIAL STATEMENTS – continued

**24 Post Balance Sheet Events**

The ongoing COVID-19 pandemic in Ireland and the lockdown announced by the Government in January 2021 continues to have a significant impact on Aware in relation to demand for services, income and the way in which we operate and deliver our services.

**25 Approval of financial statements**

The financial statements were approved and authorised for issue by the Board of Directors on 25<sup>th</sup> May 2021 and were signed on its behalf on that date.



Aware's message is one of hope:  
**recovery is possible**



### Follow Us



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