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COMPANIES HOUSE

CONTENTS

Legal & Administrative Information.....	3
Annual Review.....	4-25
An Extraordinary Year.....	5
Keeping Our Helpline Running.....	6
Our Helpline.....	8
Our Campaign.....	12
Raising Awareness.....	13
Year Of The Male.....	14
thecalmzone.net.....	15
CALMzine.....	17
Our CALMzones.....	18
Behind The Scenes.....	22
Thanks.....	23
The Challenge Ahead.....	24
A Picture Of Suicide in the UK.....	25
Trustees' Report.....	26
Independent Auditor's Report.....	28
Statement of Financial Activities.....	30
Balance Sheet.....	31
Notes To The Financial Statements.....	32

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ANNUAL REVIEW



An Extraordinary Year

CALM has had an extraordinary year. But before describing the year it is worth setting down that the lost lives of men, young and old, weave through our history. Their friends, family, partners and colleagues have been instrumental in generating the passion, the impetus and the funds that allow us to exist and provide the creative energy that drives the campaign on. This report is a tribute to them, and to the lives of those men.

We've never had so many supporters raising so much money for CALM, day after day, month after month, than we did in 2013/14. These donations, along with the grants and significant corporate donations we've received this year, has allowed us to take a record amount of calls and literally save lives. It's enabled us to increase awareness around male suicide, improve our website and support provision, and push for and promote change in suicide prevention practice and policies.

The extra income enabled us to increase capacity on the helpline (we received 36,900 calls and texts this year compared to 28,930 the previous year), spruce up our website which attracted an audience of over 222,000 (up 10% year on year), and scoop an award for CALMzine, which had an annual reach of over 140k. Our support-base has grown and developed – indeed, it feels like we're getting more comfortable in our skin and getting used to being a respectably sized organisation! We were shortlisted for a Kings Fund GSK Impact Award. We didn't win but we'll try again next year!

We set out with the intention of increasing capacity on the helpline services, improving our website and increasing awareness of the issue of male suicide – and progressed in each area. While it was an amazing year for us, we're still at the start of this journey and have a great deal of growing yet to do if we are to make a proper dent in the suicide figures, but more of that later.

Keeping Our Helpline Running



We had marathon runners, skydivers, plus many brave souls tackling icy water, electric fences and gallons of mud in a variety of Tough Guy/Tough Mudder events across the country. One man undertook a 'Year of Hell', taking on the toughest and most challenging events, while another dressed up as a knight in shining armour for a whole week all in the hopes of wooing a lady whilst raising money for CALM. April saw one man host a 24 hour radio show live on air with no breaks, raising almost £2k for CALM. We had a record turn-out of CALM runners for the British 10k 2013 in London, raising upwards of £22k, all to keep our helpline going.

In July 2013, we hosted our inaugural CALM Tea and Secrets tent at Secret Garden Party which saw thousands of glittered and feathered festival goers tucking into a free cup of 'Rosie Lee' and a custard cream, whilst chilling out with a book, sharing their deepest thoughts on our Wall of Secrets or chatting to CALM volunteers and staff about what CALM do and why we were there. It was a resounding success for all involved, and an event we hope to make a regular occurrence in the CALM calendar.

A HUGE impressive event took place in Sept 2013 - a brand new cycle sportive in aid of CALM. Nelson's Tour de Test Valley was set up by Chris Pratt and Marcus Chapman to honour the mem-

ory of Nelson Pratt, a pro snowboarder and keen cyclist whose favourite cycling routes through the stunning Test Valley in Hampshire are followed in this challenging event.

With race HQ on the Pratt family farm, the festival atmosphere and palpable sense of achievement for everyone involved made for a fantastic, unique & inspiring day, and one that the organisers hope will become an established annual event in the cycle sportive calendar. Over £58,000 was raised, making the Tour de Test Valley a record breaking CALM fundraiser for a single event. It was a humbling experience for staff and volunteers alike, seeing so many people donating money, time and energy to help prevent male suicide and, in doing so, creating a remarkable legacy for Nelson and his family.

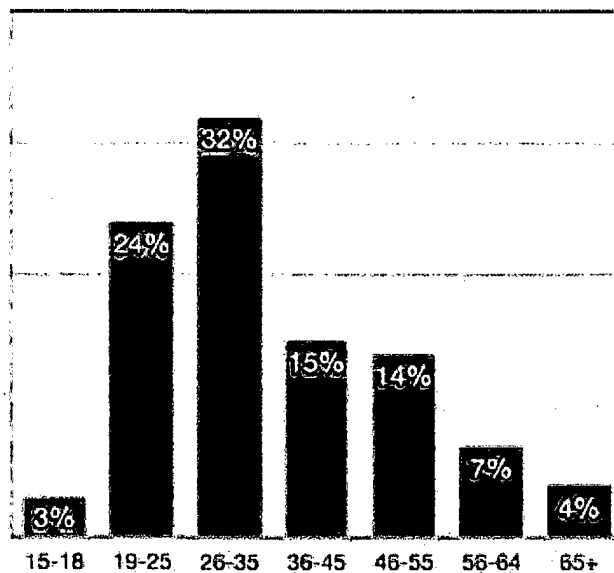
A special charity collaboration this year came in the form of the Tarka & Friends: Life album, released in aid of CALM and Jeevika Trust in Feb 2014. Tarka Cordell, a talented musician and son of music producer Denny Cordell, took his life aged 40, leaving a legacy of unreleased music behind. His brother, Barney, decided to bring together Tarka's musical cohorts, including Lily Allen and Lemonheads frontman Evan Dando, to re-record Tarka's songs, the result being Tarka & Friends: Life. It's a beautiful album of which we are honoured to have been involved.



Our Helpline

This year, like every year, the overwhelming majority of calls have been from men calling on their own behalf, which puts paid to the myth that men won't or can't ask for help. Whilst the majority of our callers have been from areas in which we are commissioned (Merseyside and London), we've taken calls from across the whole of the United Kingdom. Callers come from every social class and background, and while the majority are aged between 19-35,

Age of Callers

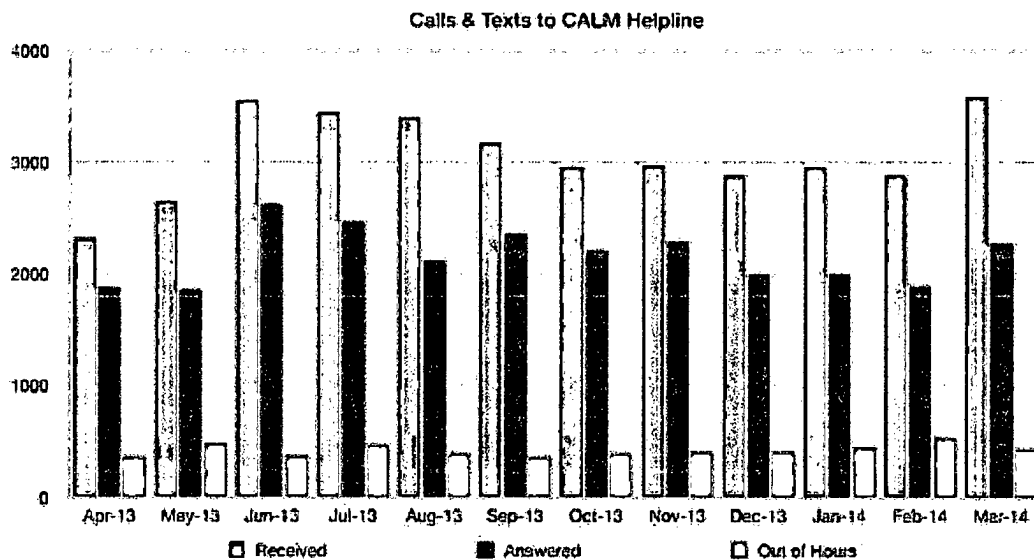


we can see almost 30% of all callers are in the highest risk age group of 35-55.

The number of callers ringing because they are concerned with money and work, or because of the changes in disability allowance and particularly the 'bedroom tax', has been significant. Research by the Mens Health Forum reinforced our understanding of the impact of the economy and unemployment on mens mental

health, and government figures themselves show that between 2008 and 2010 there were 800 extra suicides that could be linked to the recession.

Our helpline is accredited by the Helplines Partnership. We use a Community Interest Company, SJ Helplines, who provide paid, trained staff to exclusively take CALM calls and texts. There are two numbers, a national



The difference between received and answered is that often callers will hang up before connecting. It can take many attempts to go through with a call. 'Calls Answered' is where the helpline staff have been able to take the call.

0800 number and an 0808 number for London callers, plus a texting number for callers within London and Merseyside. Callers can talk through any issue, and will be offered support, information and signposting. Calls are anonymous & confidential and won't show up on phone bills.

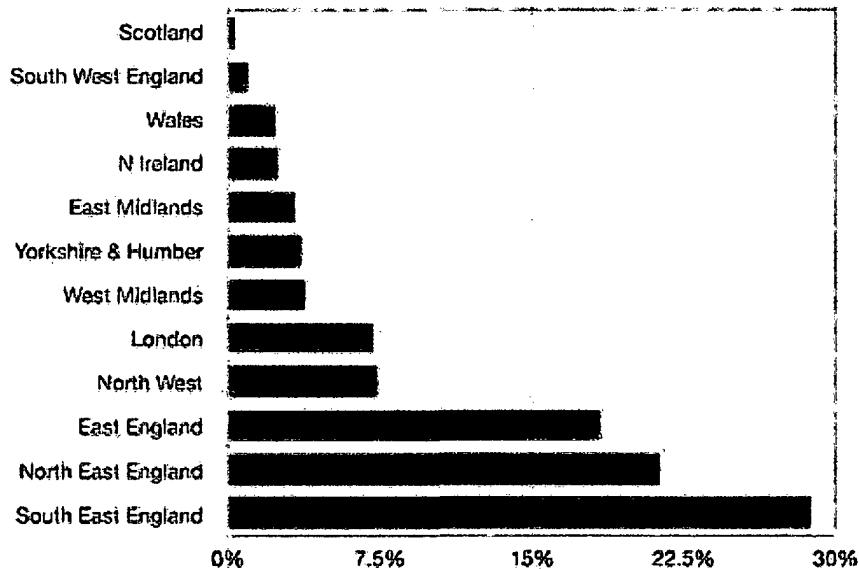
Taking the calls is a costly business for us, and accounts of almost half of our annual spend every year, because we foot the bill every step of the way. We pay people to take the calls and we pay for the calls themselves. We also pay premium rates when callers call from a public phone box, since BT charges extra for

0800 calls made from BT boxes.

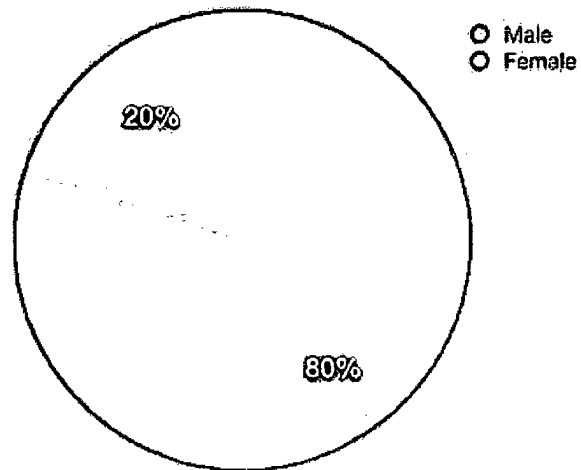
Calls to the national number are free for callers from payphones and mobiles on 3, Virgin, Orange and Vodafone networks. Calls to the London number are free from all phones, but the number is only accessible within the London region. We don't charge for texts, but some mobile networks do. We try to keep the calls free wherever possible, which makes it the only free mental health helpline in the country.

In addition to local commissioning in Merseyside and London, grants from Comic Relief and Henry Smith Charity and City Bridge help support the helpline nationally and in London, and help match the donations from the public.

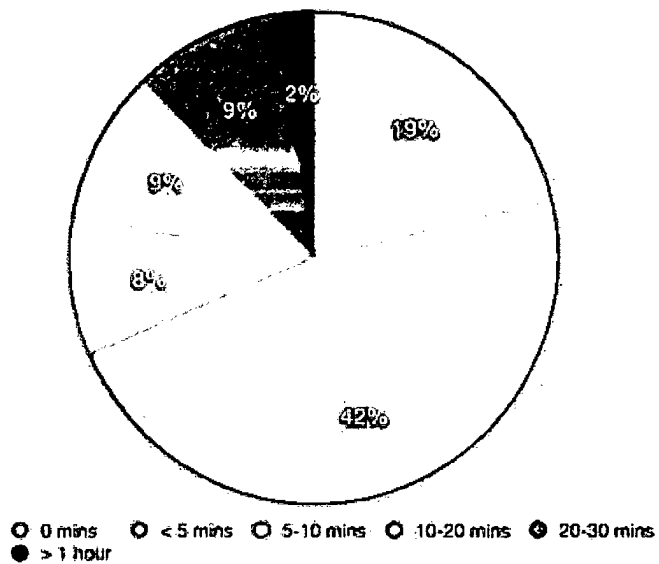
Regional Spread of Callers



Gender of Helpline Callers



Avg Call Duration



Our Campaign



We believe men, and indeed everyone, has a right to know that suicide is the single biggest killer of adult men under 50 in the UK. We want to help equip them with the awareness and knowledge they need to find help, and encourage them to be part of the campaign; to express themselves, to tell their stories through in their own words and through the words of their peers – this provides other men and boys, with the examples and the language they can use themselves to express their own experiences and empower them to seek help should they need it. Women's Hour was powerful because women heard other women talk about the issues faced but not discussed. We need to do the same for men. Our website, magazine, advertising and activities form a crucial part of this campaign message.

This year we got coverage on Men's Hour, Radio 5 Live, the Today Programme, Marie Claire magazine, The Sun, The Telegraph, BBC World at One, Uncut Magazine, Huffington Post, Shortlist, Big Issue, Sunday Times, Golf Monthly, Cycling Weekly, MF Magazine, Reddit and various local newspapers, radio and TV.

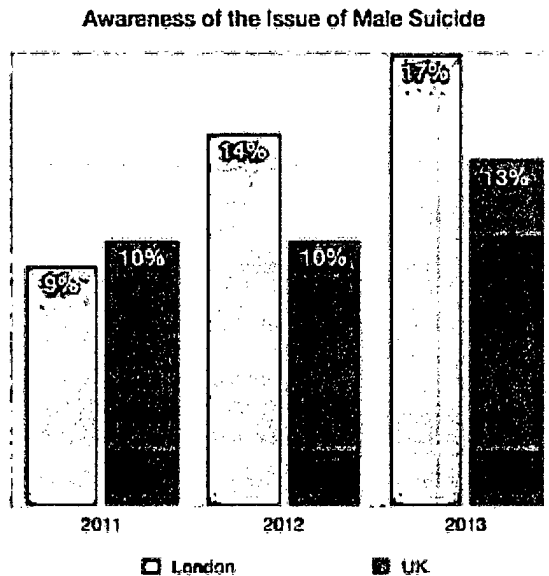
For a second year running we were chosen as IPC Media's charity of the year. This continuation of support was unprecedented and was due, in the main, to the hugely fruitful relationship we have enjoyed with many of the IPC brands this past year. One such project was a 4-page article in Marie Claire highlighting the issue of male suicide and the devastation it can cause to those left behind.

NUTS magazine, another IPC title, also chose to team up with CALM as their specific charity for the year. The partnership enabled CALM to have a presence both in the magazine and on Nuts.co.uk.

Raising Awareness

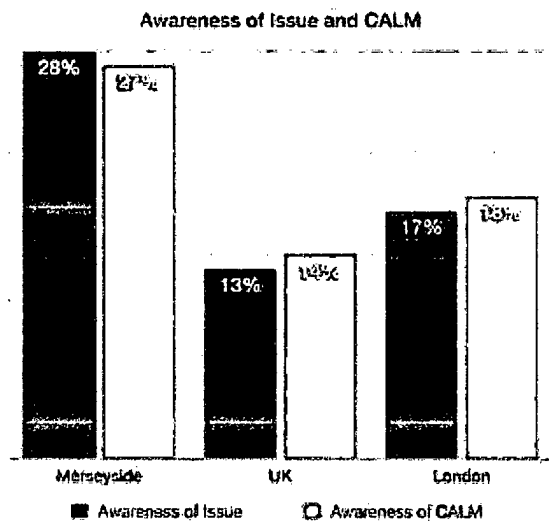
Each year we run polling to test levels of awareness on male suicide (suicide was recorded during those years as the single biggest killer of men 15-35) and awareness of CALM, ie to see how effective we are.

This shows awareness of the issue of male suicide rising year on year, particularly within the CALMzones



Source: ONS Surveys for CALM 2011-2013

This shows a strong correlation between awareness of CALM and awareness of male suicide.



ONS Surveys for CALM 2013
 1. Percentage of men over 16 who selected suicide as the biggest killer of men in the UK.
 2. Percentage of men who were aware of CALM as an organisation dedicated to reducing male suicide

YEAR OF THE MALE



This year we felt it was time to take a direct approach over gender and we declared 2014 'Year of the Male'. We put together a Charter signed by key figures in the men's movement calling for the media, advertisers, employers, providers of public services and policymakers to make pledges to actively support calls for:

- A fuller range of expression of masculinity in the media and advertising
- A shift in thinking about men and boys' needs in the provision of public services
- A challenge to assumptions about men's roles and skills in the workplace
- A rethink of the roles, responsibilities and rights of men in family life

The signatories to the Charter are: James Scroggs, Chair, Campaign Against Living Miserably; John Barry, Chartered Psychologist at UCL Medical School; Glen Poole, Director of Helping Men, UK co-ordinator for International Men's Day; Damien Ridge, Professor, University of Westminster; Steve Robertson, Professor, Leeds Metropolitan University; Martin Seager, Consultant Clinical Psychologist & Adult Psychotherapist; George Smart, Group CEO, Theobald Fox; and Martin Tod, Chief Executive, Men's Health Forum.

Later in 2014 we will release findings of our Audit on Modern Masculinity – looking at what men and women's expectations are of the role of men in society.

thecalmzone.net

"Thanks for writing this article and keep going. It has helped me a lot to hear your experience echo mine and know that it is not just me"
June 2013

We know from the wealth of feedback we receive that our website, www.thecalmzone.net, is a massive source of support for men of every age in the UK. They use our extensive online database of agencies to look up specialised local and national agencies, use our professionally written 'Issue' pages as a source of information, and find inspiration from our vibrant ongoing stream of articles provided by supporters and a growing pool of unpaid writers. The content is often entertaining as well as informative, irreverent and pertinent. From football banter to hard hitting first person accounts of depression to interviews and poems, and the regular Friday cartoon. For those in a place of darkness our website provide solidarity, understanding, humour and light – and allows men to see that other men, like themselves, have faced the same issues.

Unique visitors to the website grew by 10% year on year (202,023 vs. 222,878); 8,772 unique users visited our Agency Search page and 15,548 people visited our Issues page on suicide. Our top three referral sites to calmzone.net this were NHS, Facebook and Twitter. The most popular content was our Issue pages on suicide, anger and OCD. Our first person 'Your Voice' pieces attracts the most public response, with many readers expressing relief to have found articles that offer a shared experience to their own.

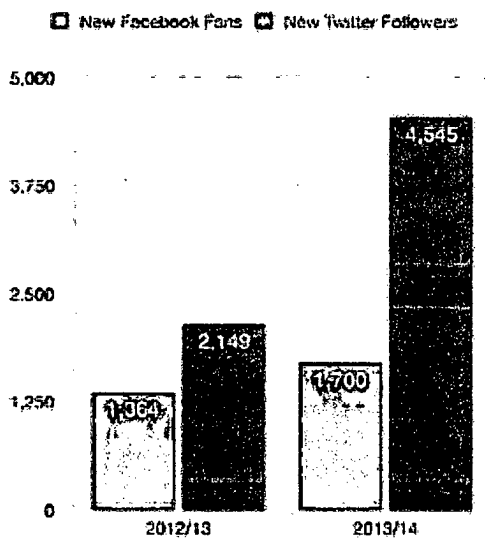
SOCIAL MEDIA

Our social media presence grew significantly over the past 12 months, with 26m impressions across our Facebook & Twitter accounts, compared to 12m last year. We attracted twice the amount of new Twitter followers and 400 more Facebook likes compared to the previous year. We used the hashtag #savethemale consistently throughout the year, which has become something of a CALM call to action amongst our Twitter followers.

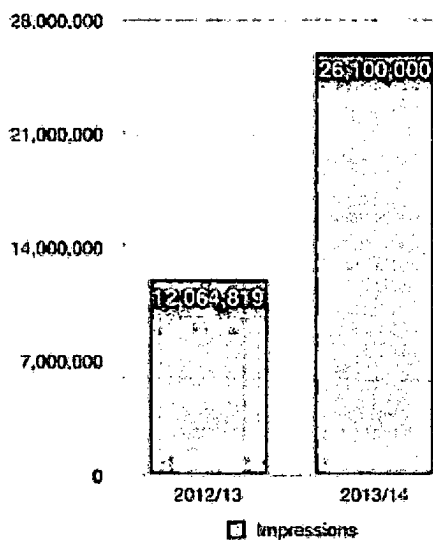


- replied by **STUART TEMPLE**
- Janie Baker** **Jan 1**
Join the Campaign Against Living Miserably for info on fundraising, volunteering & up to date CALM news bit.ly/timLDk #savethemale
- replied by **Scott Macdonald**
- Gavin Mashbo** **Jan 1**
I feel honoured to be on the theCALMzone New Year's Honours list bit.ly/6XAP8Q #2014honourslist #savethemale #in
- replied by **ALAN MACDONALD** and **6 others**
- Press Room ASG** **Jan 1**
If you do one thing this Christmas, learn more on the theCALMzone's Campaign Against Living Miserably bit.ly/6XAP8Q #savethemale
- replied by **1 other person**
- Mike Prescott** **Nov 12**
If you are a man and you choose to read one article today make it this one. It's spot on: m.shinola.com/assand-ironov theCALMzone #savethemale

TWITTER & FACEBOOK FOLLOWERS



SOCIAL MEDIA IMPRESSIONS





CALMzine

"I came across CALMzine whilst meeting a close friend in my student union. I read it front to back in minutes... The organisation is an inspiration, I saw positivity and courage come from the same self doubt I have suffered throughout my life, it was spewed all over the pages by others with passion and grit. In their words and stories was an honesty and openness rarely seen in 21st century male role models. I want to thank you for providing a voice to people who feel muted and disenfranchised in their world. You're really doing a special thing." June 2013

CALMzine is our free bi-monthly lifestyle magazine aimed at men aged 18-35. The magazine continues to remain in print solely thanks to the extraordinary writing talents of a team of brilliant volunteers who keep the mag going, which included the appointment this year of Molly Taylor as Assistant Editor who offered her skills and time to CALMzine after meeting the Editor at Secret Garden Party in July. The content they produce showcases a broad spectrum of male experience and first person stories, as well as light hearted content focused on popular culture and music.

CALMzine was named Publication of the Year 2013 at the UK Public Sector Communication

Awards, beating off stiff competition from large established organisations such as the NHS and Great Manchester Police.

Digital impressions went through the roof this year, publishing our most popular issue yet (100k digital impressions and counting) thanks in no small part to global rock star Frank Turner who gave CALM an exclusive interview for the mag. We received 141k digital impressions across all issues published this year, compared to 45k total digital impressions last year.

As well as Frank Turner, CALMzine has featured Danny Dyer, Evan Dando, Scroobius Pip, Enter Shikari, Nadine Shah and record breaking big wave surfer Andrew Cotton, amongst others, as well as top notch articles from regular columnists Dear Josh, Mister Mumbles, Chris Owen, Chris Sav and poet Oh Standfast as well as a lot of new volunteer writers, writing for CALM for the first time.

Topman continue their support by stocking the mag in their main London outlets, including the flagship Oxford Street store, and a number of new vendors have come on board this year, most notably a number of homeless centres in the capital.

Our CALMzones

Whilst the CALM helpline is available throughout the UK, it is supported within London and Merseyside by local health commissioners who help fund these 'CALMzones'. With this support we are able to actively promote CALM on the ground and ensure we've got data about local services that callers can be referred to. Callers from outside either of these CALMzones receive national signposting information.

In London we've seen awareness of suicide as the biggest killer of young men grow from 12% to 17% this year, with awareness in Merseyside rising from 18% to 28%.

LONDON CALMZONE

Our 'CALMzone' in London is commissioned by the London Tri-Borough Public Health Service, and supported with a grant from City Bridge Trust. We promote CALM in London through our men's lifestyle mag, CALMzine, and also via a strong presence at fairs and events, colleges and activities across the capital. We've had over 50 volunteers on the Street Team who donate, on average, a day per month to campaign at events across London, promoting the Helpline and website services. They've also distributed over 6,000 CALMzines across London.

18 office volunteers and 7 interns worked in the London office this year, providing much needed support with IT, research, supporter care, administration and organising CALM's presence at the British 10km Event in July 2013. We've also had professional pro bono advice and support with website development, social media, policy and design from five people all based in London.

London Volunteers were the backbone of CALM's inaugural tea and secrets tent at Secret Garden Party music festival 2013, and have also helped at other supporter events (Lan the Baron Foundation World Cup in August, and the 2nd Annual Halloween Bash in October). Our volunteers also took the campaign to StreetFest and Being a Man Festival at the Southbank centre. They spearheaded our presence at Fresher's Fair across

London at Imperial College, Queen Mary's, Westminster and East London Universities. In addition to this, we've worked with four student campaigners from Queen Mary, University of London who hosted a Tea, Biscuits and Secrets Day on campus in March 2014 to close the year.

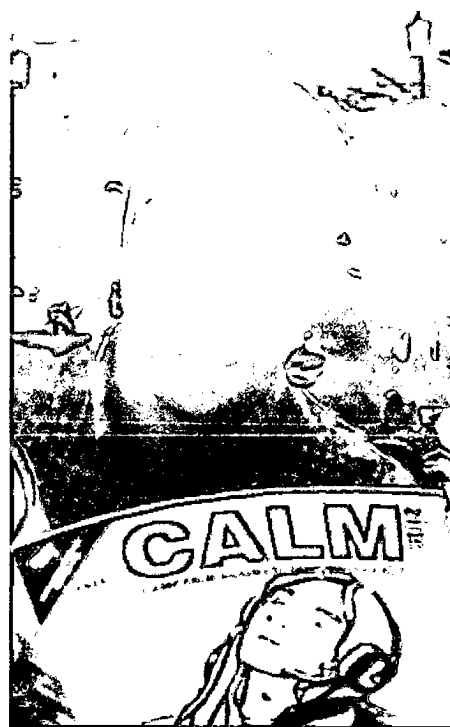
MERSEYSIDE CALMZONE

Our Merseyside CALMzone was launched at Cream nightclub in 2000 as a Department of Health pilot. It is currently funded by a partnership of 6 local authorities who contract Liverpool Community Health Trust to oversee CALM locally. There were over 2170 calls and 100 text conversations from Merseyside this year. During this period CALM, and the need for appropriate support of young men, was promoted in the following ways:

Media Work & Promotion

Locally we've been active with PR & press work through local radio stations CityTALK, BBC Merseyside, Radio City, Juice FM and local publications such as Liverpool Echo, Lowdown Magazine, ClickLiverpool.com, Bay TV, Southport Champion, Formby Champion & Crosby Herald. Radio advertising campaigns on Juice FM focused on exam stress & results, Christmas, New Year and Valentines Day. A second round of Man Down activity was launched, targeting men over 35 in Sefton.

Promotional activity was undertaken at Knowsley Active Challenge, Liverpool Hope University, Wirral's Astral Coast music festival, Liverpool PRIDE, Knowsley's Tour of Britain cycling event, The City of Liverpool College, Rainhill 6th Form College, at 02 call centre in Halton, Rampworx



Skatepark, Knowsley Community College, in Bido Lito! Magazine and in freshers packs distributed to all Merseyside Universities.

CALM was the official charity partner for the following events: the "Get Into This" music awards, Africa Oyé festival, Liverpool Sound City, PING! Social, Beerdfest and Wirral's International Guitar Festival of Great Britain. At John Moores University we worked with two groups of event management students to plan and deliver fundraising events for CALM.

We supported Sefton's Rampworx skatepark and Liverpool's Lost Art skate shop to get materials out to the local skating community, after the sad loss of Dayle Weston, a local skateboarder. Hundreds of CALM branded sports bottles were distributed to local men via a network of cricket, cycling and running clubs.

We supported Sefton Park Cricket Club and their memorial match for club member Alex Miller, including the CALM logo on their kit. We supported the State of Mind themed round in Rugby League plus the development of an informal cricket-specific mental health and suicide prevention training session to be delivered by Sefton Park Cricket club to other clubs across Merseyside.

We piloted a barbers project, working with 49 barbers and hairdressers across the region, distributing over 5000 branded appointment cards, 5000 flyer leaflets & 100 A3 posters with an estimated reach of 19,600 men.

After much effort we finally got signs installed on either end of the Runcorn Bridge, following recent attempted and completed suicides.

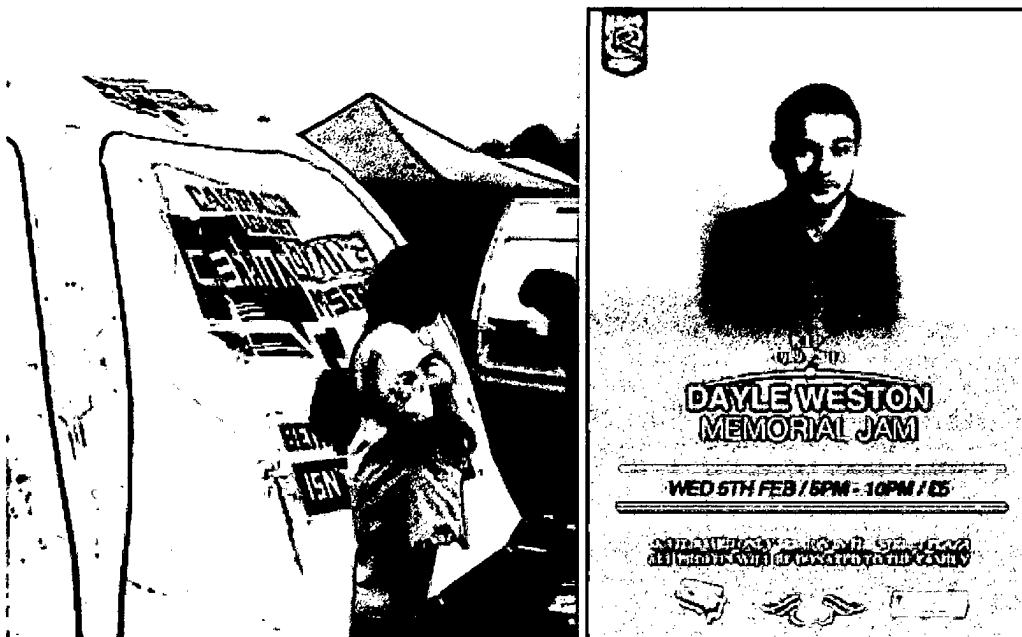


Policy & Working with Professionals

We organised and hosted the first NW Reducing Suicide Summit in Manchester with almost 100 attendees from across the region and a Cheshire & Merseyside Suicide Reduction Network away day, with Shadow Minister for Public Health, Luciana Berger, bringing together over 75 delegates from across the region to workshop a Suicide Reduction Action Plan. CALM secured the backing from Cheshire & Merseyside Directors of Public Health for the formalisation and governance of the Cheshire & Merseyside Suicide Reduction Network.

We promoted CALM to hundreds of professionals and frontline workers with materials during the delivery of Mental Health First Aid Lite & safeTALK training courses. We contributed

to Sefton's Children & Young People's Mental Health & Wellbeing Network, State of Mind's Mental Health & Sports conference at UCLAN, Halton's Suicide Prevention Planning meeting and Liverpool's Young AddAction staff team. We supported the formation of a network of male university counsellors to encourage greater use of counselling services amongst male students. We were involved in supporting the early development of a full postvention and family liaison system in conjunction with Merseyside Police and multiple local authorities and presented to the RCN Congress in Liverpool Convention Centre and to Merseyside Police's Crisis Negotiator team. We supplied positive mental health information to Maternity Assist, targeting young fathers.





Behind the Scenes

CALM fed into the Ministry of Justice consultation over the coroners at the start of the year and argued, among other things, for the standard of proof be the civil standard of proof; that coroners should provide bereaved families with copies of 'Help is at Hand' as standard, and that if we are to work to prevent suicide, we need accurate figures and more information about the bereaved, and that the Coroners have a vital role to play in this. We also sit on the Suicide Working Group, brought together by ACPO (Association of Chief Police Officers), and as part of the Samaritans' Call to Action.

CALM is a member of The Alliance of Suicide Prevention Charities (TASC). TASC is an alliance of the leading charities dealing with suicide prevention and mental health issues. The alliance came together as an initiative to encourage collaboration and prevent duplication of efforts and funding in the area of suicide research and prevention, and holds quarterly meetings to discuss common goals, current research and future actions. One of the outcomes of this group is the Guildford Consensus Statement.

CALM hosts the Suicide Bereavement Support Partnership, launched Sept 2013. This partnership includes Samaritans, Cruse, Survivors of Bereavement from Suicide (SOBS), Papyrus, Winston's Wish, Child Bereavement UK, Child Bereavement Network, IUCS, TCF, TASC and Maytree. Our shared vision is that everyone bereaved by suicide should receive timely and appropriate support. We are dedicated to making this a reality by seeing what best practice we can promote in supporting the bereaved and examining how best we can work together.



Thanks

We'd like to thank every single one of our supporters for every penny raised by them, and for all their inspirational promotional work. Thank you to all our volunteers, in and out of the office, who give our work wings and make things happen for us. Thanks, too, to our grant funders whose financial support has helped us go so much further this year: Comic Relief, City Bridge Trust and Criseren. A huge thanks to the partners and staff at PWC who have supported CALM during the year, also to Topman for continuing to stock the magazine, to Freddie Fellowes for giving us the chance to have a tent at Secret Garden Party, and to IPC Media for voting us their Charity of the Year. Finally huge thanks to Cycling Weekly and JCDecaux for being bloody brilliant (and for all the ad space).

As I write these thanks news has come in that Robin Williams has taken his life. A timely reminder, if one was needed, that this work is funded, driven and inspired by people for whom this needless and tragic loss of life is not acceptable, and is preventable. While Robin will be talked about for many years to come, there are too many families and friends who cannot talk about a lost son or father, a best mate, a boyfriend, without others falling silent or attempting to 'move the conversation on'. We have to talk about suicide.



The Challenge Ahead

Demand for our services continues to outpace our ability to meet need, each time we increase capacity on the helpline the volume of calls simply ramps up; over 70% of the population have no awareness that over 12 men a day take their lives in the UK, and the overall number of suicides each year barely changes; despite having a stunning team working at London HQ, and fantastic helpline workers, the team is still too small.

We urgently need a Press & Communications officer who can ensure that the media are educated about male suicide and to ensure we are in a position to be proactive rather than reactive in terms of media coverage. Ultimately we would like to be established as the 'go to' experts in the field of male suicide prevention for all press and broadcast media. We need someone who can help with marketing our campaign nationwide, and who can ensure that our service is known about amongst the public; we also need someone to help us approach the corporate world for money and support.

While we've started talk more about gender this year – and it's assumptions about gender which need to be tackled if we're to undercut the huge imbalance in suicide in men and women – these are early conversations, and our experience with Year of the Male so far shows that in order to hold up our end, we need another in-house member of staff to keep those conversations and partnership work going.

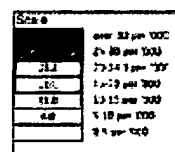
Jane Powell, Director CALM

A picture of suicide in the UK

As of August 2014, the most up to date statistics available on suicide are for 2012, which highlights the urgent need for a change in the way that such figures are monitored. The 2012 ONS figures show that 77% of suicides were male, that the suicide rate is highest among middle-aged men and has dropped further in younger men. Below are rates of suicide and underdetermined death based upon the ONS tables over the period 1981-2012.

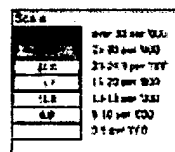
Male Age-specific suicide rates five-year age group, United Kingdom, 1981 to 2012 Registrations

Year	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
1981	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1982	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1983	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1984	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1985	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1986	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1987	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1988	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1989	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1990	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1991	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1992	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1993	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1994	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1995	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1996	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1997	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1998	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
1999	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2000	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2001	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2002	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2003	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2004	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2005	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2006	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2007	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2008	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2009	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2010	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2011	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2012	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2013	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5
2014	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5



Female Age-specific suicide rates five-year age group, United Kingdom, 1981 to 2012 Registrations

Year	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
1981	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1982	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1983	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1984	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1985	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1986	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1987	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1988	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1989	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1990	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1991	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1992	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1993	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1994	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1995	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1996	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
1997	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
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2003	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2004	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
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2007	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2008	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2009	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2010	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2011	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2012	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2013	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5
2014	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1.0	1.1	1.2	1.3	1.4	1.5



Source: Office for National Statistics, National Records of Scotland and Northern Ireland Statistics and Research Agency

TRUSTEES' REPORT

The Company was incorporated on 28 July 2005 via Memorandum and Articles of Association as a company limited by guarantee and not having share capital.

Methods for Recruitment and Appointment of Trustees

Trustees are recruited as and when required. The current Trustees are set out on page 3. Indra Morris and David Sweeney resigned in April 2013. James Scroggs, Marcus Chapman, Damian Ridge and George Smart were appointed Trustees in September 2013.

Organisational Structure

The charity has a Management Committee made up of members who meet on a quarterly basis and are responsible for the strategic direction and policy of the charity. The delegation of the day to day responsibility for the running of the organisation rests with the Chief Exec Jane Powell who is now supported by a staff of five in the London Office.

Objectives and Activities

The charity focuses upon the prevention of male suicide in the UK.

The charity's objectives are: the preservation and protection and improvement of mental health and well-being amongst males in England and Wales by offering but not limited to the use of support services, counselling, advice and/or information about depression and/or crisis management in whatever form is deemed most appropriate at that time to ensure that the services on offer are accessible, and through but not limited to the advancement of health education and public awareness relating to mental health issues amongst males.

Investment Policy

The Trustees have the power to invest in such assets as they see fit. Aside from retaining a prudent amount in reserves, it is intended that most of the charity's funds are to be spent in the short term, which leaves no funds for long term

investment. The Trustees, having regard to the liquidity requirements of operating the charity, have maintained a policy of keeping funds in an interest bearing deposit account.

Reserves Policy

Net unrestricted, uncommitted funds of £53,004 were generated this year (2013 - £9,219 expended). The reserves policy continues to be developed in line with our future activities with a target of reserves amounting to at least twice the working capital requirements of the charity.

Risk Management

The Trustees have assessed the major risks to which the charity is exposed, in particular those related to its operations and finances, and are satisfied that systems are in place to mitigate our exposure to the major risks. Risk factors and control systems are reviewed regularly by the trustees.

Auditors

The Auditors, Royce Peeling Green Limited, have expressed their willingness to continue in office and a resolution regarding their appointment and remuneration will be submitted to the Annual General Meeting.

Statement of Trustees' Responsibilities

Law applicable to charities in England and Wales requires trustees to prepare financial statements for each financial year which give a true and fair view of the financial activities of the charity during the year and state of affairs at the end of the year. In preparing those financial statements, the trustees are required to select suitable accounting policies and then apply them consistently; make judgements and estimates that are reasonable and prudent; State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements, and prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

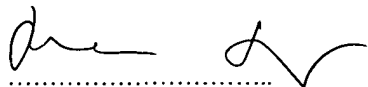
Statement of Disclosure to Auditors

So far as the Trustees are aware, there is no relevant audit information of which the charity's auditors are unaware. Additionally, the Trustees have taken all the necessary steps that they ought to have taken as Trustees in order to make themselves aware of all relevant audit information and to establish that the charity's auditors are aware of that information.

Companies Act 2006

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

This report was approved by the board on
.....*27th October*.....2014



.....
J Scroggs - Director, Chair of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CAMPAIGN AGAINST LIVING MISERABLY for the year ended 31 March 2014

We have audited the financial statements of Campaign Against Living Miserably for the year ended 31 March 2014 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the historical cost convention and the accounting policies set out therein.

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective Responsibilities of Trustees and Auditors

As explained more fully in the Trustees' Responsibilities Statement set out on page 26 & 27, the trustees (who are also the directors of Campaign Against Living Miserably for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit on the financial statements

An audit involves obtaining evidence about the

amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of:

whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed;
the reasonableness of significant accounting estimates made by the trustees; and
the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Report of the Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion:

- the financial statements give a true and fair view of the state of the Charity's affairs as at 31 March 2014, and of its incoming resources and application of resources for the year then ended;
- the financial statements have been properly prepared in accordance with the United Kingdom Generally Accepted Accounting Practice;
- the financial statements have been prepared in accordance with the Companies Act 2006 and the Charities Act 2011.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report.

Royce Peeling Green Limited

Martin Chatten (Senior Statutory Auditor)

Signed on.... 31 October 2014

For and on behalf of

Royce Peeling Green Limited
Chartered Accountants
Statutory Auditor

The Copper Room
Deva Centre, Trinity Way
Manchester M3 7BG

Royce Peeling Green Limited is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 March 2014

INCOME AND EXPENDITURE ACCOUNT

	Notes	Unrestricted funds £	Restricted funds £	Totals 2014 £	Totals 2013 £
Incoming resources	3				
Donations		209,382	250	209,632	76,153
Fundraising activities		251,673	-	251,673	136,014
Grants received		17,984	152,586	170,570	338,193
Investment income		1,992	-	1,992	379
Other income		360	-	360	10,200
Total incoming resources		481,391	152,836	634,227	560,939
Resources expended	4				
Charitable activities		402,382	206,822	609,204	488,646
Fundraising costs		21,448	-	21,448	12,599
Governance costs		4,557	-	4,557	4,579
Total resources expended		428,387	206,822	635,209	505,824
Net incoming/(outgoing) resources before transfers		53,004	(53,986)	(982)	55,115
Gross transfer between funds		-	-	-	-
Net incoming resources before other recognised gains/(losses)		53,004	(53,986)	(982)	55,115
OTHER RECOGNISED GAINS AND LOSSES					
Gains or losses on investment assets		-	-	-	-
Net movements in funds		53,004	(53,986)	(982)	55,115
Total funds brought forward		30,151	107,006	137,157	82,042
Total funds carried forward		83,155	53,020	136,175	137,157

The statement of financial activities has been prepared on the basis that all operations are continuing operations.

There are no recognised gains and losses other than those passing through the statement of financial activities.

BALANCE SHEET
for the year ended 31 March 2014

	Notes	Unrestricted funds £	Restricted funds £	Totals 2014 £	Totals 2013 £
CURRENT ASSETS:					
Debtors, prepayments & accrued income		13,388	-	13,388	9,332
Cash at bank and in hand		105,807	53,020	158,827	200,457
		<u>119,195</u>	<u>53,020</u>	<u>172,215</u>	<u>209,789</u>
CREDITORS: amounts falling due within one year	6	(36,040)	-	(36,040)	(72,632)
NET ASSETS		<u>83,155</u>	<u>53,020</u>	<u>136,175</u>	<u>137,157</u>
FUNDS OF THE CHARITY					
Unrestricted funds	8	83,155	-	83,155	30,151
Restricted funds	8	-	53,020	53,020	107,006
TOTAL FUNDS		<u>83,155</u>	<u>53,020</u>	<u>136,175</u>	<u>137,157</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the trustees on 31 October 2014 and signed on their behalf by:



R Kingdom
Director, Treasurer
Company Reg. Number: 05378928 (England & Wales)

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2014

1. BASIS OF PREPARATION

The financial statements are prepared under the historic cost convention and in accordance with the Companies Act 2006 and the Statement of Recommended Practice: Accounting and Reporting by Charities issued in March 2005 (SORP 2005).

2. ACCOUNTING POLICIES

Company status

The charity is a company limited by guarantee. The members of the company are the trustees named on page 2. In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, the trustees are virtually certain they will receive the resources and the monetary value can be measured with sufficient reliability. Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SoFA.

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised; those for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity; those for use by the charity are included in the SoFA as incoming resources when receivable.

Donated facilities are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received. No amounts are included in the financial statements for services donated by volunteers.

Investment income is included in the accounts when receivable.

Expenditure and liabilities

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs include costs of the preparation and audit of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Fund raising costs are those incurred raising income for the charity through events and promotions. Management and administration costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

3. ANALYSIS OF INCOMING RESOURCES

		2014 £	2013 £
Donations	Donations	209,632	76,153
Grants & Commissioning			
	Henry Smith Charity	33,100	65,600
	Less: grant deferred to 2013/14	-	(33,100)
		33,100	32,500
	City Bridge Trust	50,000	50,000
	Kensington & Chelsea, Westminster, and Hammersmith & Fulham PCTs (Tri Borough)	30,000	30,000
	Comic Relief	18,000	58,000
	Liverpool Community Health NHS Trust	28,910	17,984
	Criseren Limited	10,560	17,500
	Knowsley PCT	-	72,459
	Sefton PCT	-	37,000
	Southwark PCT	-	15,000
	Pilkington Trust	-	5,000
	Vodafone World of Difference	-	2,750
		170,570	338,193
Fundraising Activities	Fundraising/sponsorship	251,673	136,014
Other income		360	10,200
Investment income	Bank interest	1,992	379

4. ANALYSIS OF RESOURCES EXPENDED

	Analysis	2014 £	2013 £
Fundraising costs	Fundraising	21,198	12,399
	Marketing and advertising	250	200
		<u>21,448</u>	<u>12,599</u>
Charitable activities	Helpline provision costs	236,785	187,153
	Staff and social security costs	173,495	129,502
	Website provision costs	36,915	21,083
	Commissioned promotion and outreach costs		
	- London	23,695	17,149
	- Merseyside	30,062	38,978
	Other promotion costs	45,960	22,248
	Management, admin and support costs	62,292	72,533
		<u>609,204</u>	<u>489,646</u>
Governance costs	Auditor's remuneration	3,600	3,600
	Trustees' expenses	957	979
		<u>4,557</u>	<u>4,579</u>

No Trustee received any remuneration in connection with their work for the charity.

5. STAFF COSTS

	2014 £	2013 £
Staff costs during the year were:		
Staff costs	158,123	117,090
Social security costs	15,372	12,412
	<u>173,495</u>	<u>129,502</u>
Total costs		
	<u>173,495</u>	<u>129,502</u>
	No	No
The average monthly number of employees (full time equivalent) employed by the charity during the year was:	<u>6</u>	<u>5</u>

6. CREDITORS : AMOUNTS FALLING DUE WITHIN ONE YEAR

	2014 £	2013 £
Trade creditors	28,547	34,728
Deferred income	-	33,100
Other taxes and social security costs	4,694	3,876
Accruals	2,799	928
	<u>36,040</u>	<u>72,632</u>

7. RESTRICTED INCOME FUNDS

Fund source	Purpose
Kensington & Chelsea, Westminster, and Hammersmith & Fulham PCTs (Tri-Borough)	London CALMzone provision
City Bridge Trust	London volunteer coordinator/ service provision
Southwark PCT	London CALMzone provision
Comic Relief	Service support for under 25s
Henry Smith Charity	Increased helpline capacity
Liverpool Community Health NHS Trust	Merseyside CALMzone provision, radio and marquee costs
Sefton PCT	Man Down project
Knowsley PCT	Reducing Suicide summit and suicide reduction proj
CriSeren Limited	Office manager/ PA and bid writer
Pitkington Trust	Merseyside texting service
Vodafone World of Difference	Manchester CALMzone development

8. STATEMENT OF FUNDS

	At 1 April 2013 £	Income £	Expenditure £	Transfers £	At 31 March 2014 £
General reserve	30,151	481,391	(428,387)	-	83,155
Restricted funds	107,006	152,836	(206,822)	-	53,020
Total funds	137,157	634,227	(635,209)	-	136,175

The General reserve represents the free funds of the charity, which are not designated for particular purposes.

9. RELATED PARTY TRANSACTIONS

In the year, advertising costs of £12,969 (2013: £nil) were charged by Theobald Fox Limited, of which, George Smart (trustee) is a director. Creditors include £2,529 due to Theobald Fox Limited.

10. FINANCIAL COMMITMENTS

At 31 March the charity had annual commitments under operating leases expiring as follows:

Property	2014 £	2013 £
Leases which expire:		
Between one and two years	23,084	-

