

COMPANY NUMBER: 05378928 (England and Wales)
CHARITY NUMBER: 1110621

CAMPAIGN AGAINST LIVING MISERABLY

(A COMPANY LIMITED BY GUARANTEE)

REPORT & FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013



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**CAMPAIGN AGAINST LIVING MISERABLY
REPORT & FINANCIAL STATEMENTS
for the year ended 31 March 2013**

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LEGAL AND ADMINISTRATIVE INFORMATION

DIRECTORS & TRUSTEES

James Scroggs (Chairman) (appointed September 2013)
Ajax Scott
Dr Elaine Church
David Farquarhson
Maggie Day
Aimee Luther
Tony Ereira
Robert Kingdom (Treasurer) (appointed January 2013)
Astnd Cook (appointed January 2013)
Marcus Chapman (appointed September 2013)
Damien Ridge (appointed September 2013)
George Smart (appointed September 2013)
Indra Morns (resigned April 2013)
David Sweeney (resigned April 2013)

CHARITY CHIEF EXECUTIVE

Jane Powell

REGISTERED OFFICE

The Copper Room
Deva Centre
Trinity Way
Manchester M3 7BG

AUDITORS

Royce Peeling Green Limited
Chartered Accountants & Registered Auditors
The Copper Room
Deva Centre
Trinity Way
Manchester M3 7BG

BANKERS

Co-operative Bank plc
PO Box 250
Delf House
Southway
Skelmersdale WN8 6WT

LEGAL ADVISORS

DWF Solicitors
1 Scott Place
2 Hardman Street
Manchester M3 3AA

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TRUSTEES' REPORT for the year ended 31 March 2013

ANNUAL REVIEW 2012/13

This has been a landmark year in the history of CALM. More calls answered, more visits to our website, more social media activity, more supporters, more money raised, more activity overall. CALM's efforts were literally rewarded by scooping a Guardian Charity Award 2012 and being voted as IPC Media's charity of the Year 2013, both announced within days of each other in Dec 2012. We are hugely grateful to both for their support.

CALM fed into the Government's Suicide Prevention Strategy for England, published in September 2012 which for the first time emphasised the gender bias in suicide and stated that *"males are three times as likely to take their lives as females"* plus it identified young and middle aged men as both high risk groups for suicide. The Strategy was accompanied by an Impact Assessment produced in 2011 which cited £1.7 million as the economic cost of one suicide.

During 2012 we undertook a comprehensive consultation with supporters, funders and commissioners to see if we should expand our remit to cover all men in the UK, regardless of age. With the suicide rate gradually climbing in men over the age of 30 we saw that this was reflected in the growing numbers of older men using the helpline. The question was whether we should take their calls – if so we needed to change our remit. Whilst there was some concern that CALM doesn't lose its focus or identity, the vote was an overwhelming 'yes'. This was formally agreed by the Trustees in April 2013 and we are delighted to report that the Charities Commission had agreed the amendment.

Over the years we have listened to the experiences of hundreds of families and friends of those who have died by suicide, and to the experience of men of all ages who have had mental health issues. We've fed-back our knowledge and these stories to health professionals and those developing suicide prevention policy to try and prevent suicides in the future. As part of this work CALM is a core member of TASC, The Alliance of Suicide Prevention Charities. TASC came together as an initiative to encourage collaboration amongst leading charities within suicide prevention, and to avoid duplication of efforts and funding in the area of suicide research. TASC was set up in November 2010 and holds quarterly meetings to discuss common goals, current research and future actions, including the Samaritans Call to Action for Suicide Prevention in England.

CALM received excellent coverage nationally and within London throughout the year, with key features in and on national radio, press and TV including Newsnight and Sky News.

The increased capacity of the helpline during this period, together with a more active and responsive online and social media presence, impacted both on support for the campaign and demand on the office, from journalists and health professionals as well as from bereaved families, supporters and those using the website and service. As a result we've had to increase staff centrally so that CALM now has a full time Website/Magazine Editor, a Volunteer Coordinator and Supporter Care Officer, and a grant from CnSeren, helped fund an Office Manager/PA to the Chief Executive this year.

THE HELPLINE

Our helpline is provided by a Community Interest Company, SJ Helplines, who provide paid, trained staff to take CALM calls and texts. There are two helpline numbers, a national 0800 number and an 0808 number for London callers, plus a texting number for callers within London and Merseyside CALMzones. Callers can talk through any issue, we'll listen and offer information and signposting. Calls are anonymous & confidential and won't show up on phone bills.

Calls to the national number are free from payphones and from 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.

In addition to local commissioning in Merseyside and London, grants from Comic Relief and Henry Smith Charity have helped support the service nationally. This, coupled with unprecedented levels of support from the public, enabled us to transform the services we offer our audience, so we increased our capacity during the summer of 2012 and then in November expanded again and extended our operational days from 4 to 7-days-a-week, 5pm to midnight.

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Between 1 April 2012 and 31 March 2013 the helpline received 28,930 calls (compared to 13,534 the previous year) and 487 text threads. Of the 21,987 calls to the National Service during service hours, 16,926 were answered, giving a strike or answer rate of 77%. For the London service, the strike / answer rate was 78.5%. The very slight drop in answer rate year-on-year was balanced by year-on-year increases in the number of calls made to the CALM helpline service. The texting service is showing steady increase in demand, with nearly 300 new users of the service during the year. All texts are responded to.

THE WEBSITE

Our website (www.thecalmzone.net) went from strength to strength in 2012/13 in both design and content, which was reflected in a marked rise in site traffic. The Editor, who also looks after social media, started work in July 2012 and helped push traffic to the site via burgeoning social media activity and worked hard to ensure high quality content when visitors get there. Combined with our site redesign in November 2012, this had a huge effect on the growth of the site. Feedback from users has been predominantly positive.

"Currently dealing with my own depression and anxiety, but this website is a great read and really helping. Thanks. Keep up the good work. Much appreciated."

"I wanted to let you know that I received an email last night from a guy that I used to work with a few years ago. He told me how for the past 3 years he has been in a really bad way and how last year, after reading one of my posts about my brother and CALM on my Facebook page, he sought the help that he needed. He told me that I literally saved his life – it was very emotional to read but thankfully he is now in a better place. It was only yesterday when I shared the CALM 'telephone' poster that he felt compelled to email me."

"Just read the interview with Murph from the Wombats and it has actually made me feel better. Cheers"

Our social media presence grew rapidly this year, with 4,250 Facebook likes and 4,700 followers across both @thecalmzone and @calmzone Twitter accounts. In the last six months we have experienced 47.3k interactions from 33.9k unique users across all social media platforms, with a total of 12.1m impressions. With the aim of producing dedicated social media marketing campaigns and forging relationships with influencers on Twitter & Facebook over the next year as well as effective use of hashtags (#savethemale / #weloveoursupporters / #tomdickharry), we expect to see a continuation of this growth. Facebook and Twitter are consistently the second and third most common referrers of traffic to www.thecalmzone.net.

COMMISSIONED CALMZONE WORK

Whilst the CALM helpline is available throughout the UK, it is supported in our London & Merseyside 'CALMzones' by local health commissioners, and nationally by grants and public support. With the financial support from local commissioners, we actively promote CALM on the ground and reach out to men within these specific areas. Callers from outside either of the CALMzones receive national signposting information. Callers within a CALMzone will also receive local signposting information.

We've seen awareness of suicide being the biggest killer of young men rise from 10% to 12% amongst Londoners between Nov '11 and Nov '12. In Merseyside awareness stands at 18%, a nice reflection of all the work we've done there over the years. Awareness of CALM as an organisation dedicated to preventing male suicide has risen from 12% to 17% in London, and stands at 25% in Merseyside (rising to 34% of Merseyside men aged 35-44).

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THE LONDON CALMZONE

The London CALMzone was supported during this period by the joint commissioning of what were the Primary Care Trusts of Westminster, Kensington & Chelsea, Hammersmith & Fulham, and supported by Southwark Primary Care Zone, where we have our national Office. The London CALMzone is supported by a grant from the City Bridge Trust, who help support both London calls and CALM volunteer work. There is a separate 0808 helpline number available for Londoners which is free from all mobiles and landlines. Our statistics indicated that CALM received around 6500 calls from Londoners during this period.

"I think I've rarely found any reading material which paralleled my own feelings so accurately."

We promote in London through advertising – pro bono and reduced rate (and depend heavily upon the advertising agency BMB for their fantastic support) – through our bi-monthly CALMzine, and via presence at fairs and events, colleges and activities across the region.

CALM had a strong presence at Fresher's Fairs in London in 2012, spearheaded by Queen Mary's interns working from the CALM office, covering University of Westminster, Queen Mary's, Imperial University, and Hammersmith College. CALM also took part in University of West London's Volunteering Week in February.

There were 21 regular volunteers in the London office, 9 Interns (from Iowa University, USA, Queen Mary's, University of London, Moorlands College and Headspace Culture) and around 22 campaign team members donating two days per month to help with magazine distribution and representing CALM at events. There were 15 supporters working on social media, research and design plus three working in their professional capacity on the CALMzine, and we've had around 70 regular and dependable writers and contributors for the website and magazine.

CALMZINE

Now into its second year, 7,000 CALMzines are distributed bi-monthly within London, in Topman stores as well as student unions, bars, cinemas, record stores and independent retailers. The digital edition of the magazine received an average of 2,500 digital impressions per issue within the first month of publication, with more than 47,000 digital impressions in total across all issues since the CALMzine was launched in November 2011. The free magazine continues to grow in popularity and design/content quality with interviews with the likes of Enter Shikari, Stephen Merchant, Danny Dyer and Supergrass frontman Gaz Coombes, and thanks to our dedicated group of voluntary writers, content has gone from strength to strength.

All of the content of the magazine and the website is written by volunteers and supporters, who also help distribute CALMzine across London, represent CALM at events in London, help in the London office on research and statistics, provided IT support and have helped design our promotional material – including the very popular Save the Male t-shirts.

Special mention should be made of the Gaglione family and friends, who have supported CALM tirelessly, raising funds in excess of £38k through gigs, auctions, a spectacular football world cup in London, and not least helping us make CALM history at the London British 10k where 101 people ran for CALM.

The year ended in a spectacular manner, with three huge billboards donated by JC Decaux on Old Street, London which were live painted on site by street art collective 'Soulful Creative', displaying the names "Tom", "Dick", and "Harry", a project inspired by the agency BMB for CALM to highlight the fact that three young men end their lives every day in this country.

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THE MERSEYSIDE CALMZONE

The Merseyside CALMzone has been in existence since it was launched at legendary Liverpool venue, Cream, in 2000 when CALM was a Dept of Health pilot. The CALMzone is currently funded by a partnership of 5 local Primary Care Trusts who have a contract with the local NHS Provider trust (Liverpool Community Health Trust) as part of a wider "health promotion" contract. As a result LCH employ the local CALMzone Co-ordinator. This year a grant from the Pilkington Trust has enabled CALM to launch its texting service in Merseyside, and a grant from the McQueen Foundation has helped CALM put together its Forum for the Bereaved (now in pilot phase).

The biggest news for CALM during this period was the fact that we were able to show from the latest ONS suicide data (2009) that there has been a 55% reduction in the number of young male suicides on Merseyside over the 10 years CALM has been active in the region. This resulted in some presswork including BBC Radio Merseyside, local radio stations, papers and news websites. Our statistics indicate that we received over 3,300 calls from Merseyside during this period.

In line with this, we launched our own book "The CALM Campaign on Merseyside - 10 Years Young" in January 2012 with over 100 guests coming out to support us from a wide range of creative, lifestyle and commercial businesses, as well as representatives from the health industry and voluntary sector.

Strategic work included the continued development of the Cheshire & Merseyside Suicide Reduction Network and CALM hosting the 2nd Cheshire & Merseyside Suicide Reduction Summit on September 14th in Liverpool's Contemporary Urban Centre. This significant event brought together over 40 agencies and featured a keynote address from Prof. Louis Appleby, National Clinical Director for Health and Criminal Justice, Department of Health.

During this period we have promoted CALM and the need for appropriate support of young men via

- Presentation to the Halton Counselling Partnership and The Southport & District Samaritans
- Presence at Crosby Music Festival, SNUB fest, the HUB fest and Liverpool Sound City music conference and festival, St Helens Live, Southport Rocks, Wirral's Claire House Festival, Charlotte Fest, Anthony Walker, St Helens "Vibe" Urban Music Festival, Brouhaha, Liverpool Pride & Creamfields
- Promoted CALM to all local colleges and universities, including 5,000 Freshers packs
- Official charity partner for the Wirral's International Guitar Festival of Great Britain
- Linked up with Juice FM with runners in Liverpool's Santa Dash
- 3 teams of JMU Events Management students organised fundraising and awareness raising events
- Assisted local families in their own events to celebrate the lives of young men they have lost in Wirral, Sefton & Liverpool
- Delivered training workshop to counsellors in association with Compass Counselling
- Presented to the First National Conference for working with Men & Boys in Brighton
- Press work to highlight launch of new SoBS support group on the Wirral
- Promoted CALM to the region's mobile media technologists @ TEDx Liverpool event
- Regularly appeared on City Talk Radio breakfast show
- Distributed materials through the Princes Trust volunteers in St Helens
- Linked up with the Metquarter's "Ultimate Lad's Night In" event
- Appeared on Wirral's 7 Waves Radio station

Merseyside CALMzone helped shape a Rugby League project aimed at raising awareness of mental health and promoting suicide prevention messages in the wake of Terry Newton's death. This national initiative saw an entire weekend round of the Super League entitled "The State of Mind Round", with Sky Sports support.

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SUPPORTERS

"Thirty One is beautifully conceived and produced in the tradition of Factory" Peter Saville, 2012

One of the most astonishing pieces of work in the last year was the creation of an album for CALM, "Thirty One Songs", the brainchild of Esther O'Callaghan OBE, founder of The Factory Foundation and curated by Hacienda stalwart, Dave Haslam. It was tirelessly sold around the UK by Esther and Danny Keehan from March 2012 to March 2013, and culminated on 3 March with Dave Haslam interviewing Durutti Column's Vini Reilly at Manchester Town Hall. This was a truly spectacular project and it has been brilliant at raising awareness of male suicide and CALM, and has brought in around £20K, with money still coming in. A huge thank you to all the artists and everyone involved in the production and sales of the album, particularly to JC Decaux and Cestrian who provided the space and the posters promoting the album.

The fact that the beautifully crafted album contained exclusive tracks from the likes of Manchester artists such as Elbow, Noel Gallagher's High Flying Birds, I am Kloot, Everything Everything, Delphic, Bad Lieutenant, Mr Scruff, Lonelady and Durutti Column helped strategically position CALM within the world of music.

Support from the public has gone from strength to strength this past year, with public donations tripling since 2011. In response to this a Supporter Care role was created in July to ensure those who come in contact with the charity are given the care and attention they need when getting involved.

Online fundraising has increased phenomenally since last year, with our supporters running, walking, cycling and leaping out of planes, all in aid of CALM. July saw Manchester based dLo Media put on an event that brought some of the North West's top Dubstep and Drum n' Bass artists together for a night of exclusive collaborations, live performances and DJ sets. The event was filmed by Elek Tronique, a dLo-operated online electronic dance music TV show, and all profits went to CALM. In August four London men began a three-month cycle to Istanbul, recording and blogging their adventures along the way, raising close to £10k for CALM. In September, more than 40 supporters from Norfolk did a group skydive in memory of four friends they had lost to suicide. Their collective efforts raised over £10k for CALM and raised awareness of the issue across Norfolk. The early months of 2013 saw a group of supporters – Team Alan – make CALM history for one single event by raising £17k in support of our cause. Mark Boyns and others at Sefton Cricket Club have also worked tirelessly to raise funds for CALM and increase awareness of the issue in the cricket and sporting communities on Merseyside.

Although this huge increase in support and donations is welcomed, it is also a sign that the issue of suicide is, and continues to be, one that sadly affects a vast amount of people across the UK. Just over a year after Gary Speed's death, CALM received £2K from the Football Association of Wales following the Gary Speed Memorial match the year before.

This year we also received strong support in kind from ad agency BMB who've continued to help us through the development of our advertising, and have also hosted our all Trustee meetings, providing delicious lunches to boot! We are also extremely thankful to Topman, who continue to distribute our bi-monthly CALMzine in all their London stores as well as take out advertising in the magazine.

TRUSTEES

The trustees have continued to take an active interest in supporting CALM's work as it expands. New trustees to have joined the CALM board over the past year are David Farquharson of Swan Turton LLP, whose extensive legal skills have already proved a strong asset to the organisation, and Astrid Cook of the charity Missing People, who has had important input into our work with supporters. Working with the chief executive, the trustees continue to review the role of the board and its composition so that any relevant areas of expertise that emerge as CALM continues to grow can be addressed.

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for the year ended 31 March 2013**

THANK YOU

Apologies first if we've missed your name off the list – it's been tough trying to keep up – but here is the quick list. Thank you to all those who've raised funds for CALM this year, with special mentions to Esther O'Callaghan re the Thirty One Songs, to the Gaglione family and friends, to dLo Media, Mike, Tom, Calvin and the other Tom for the Istanbul bike ride, all the Norfolk Skydivers, Jaqui Couzens, the Goodwin family and friends and finally Team Alan for truly monumental fundraising efforts

Thank you also to the following companies who have nobly supported us this year, BMB, Topman, IPC Media, JC Decaux and Cestrian, Skiddle, Honey, Stagecoach, Wightlink

Thank you also to Eddy Temple-Morris, who stepped in as Chair of the Music Board, to all members of the Music Board, to our great and wonderful Ambassadors, to old staff, Oli Mosse, Lindsey Bezzina, Dan Taylor and Charlie Morrison, and to our volunteers: Diego Avasani, Alexander Badrick, Nur Ben-Hamida, Harriet Broadfoot, Danny Brown, Shakira Browne, Ieuan Care, Tim Crowther, Holly Edwards, Charley Evans, Giancarlo Gaglione, Gianpiero Gaglione, Graham Goddard, Vicky Grincisina, Barry Johnston, David Kirkwood, Karolina Komarnicka, Hannah Leggott, Alex MacEachern, Alan Magrath, Brendan McErlain, Louise McGovern, Bethany Moffett, Sam O'Donovan, Laura Pierce, Marcia Quinn, Hannah Rose Slydel, Rebecca Sabin, Peaches Silkin, Christy Taylor, Elena Vasiliou, James Whatley, Barney Willis, Helen Xa, Fele Knaz Ozdil, Oscar Chowdbury, Shelley Davies, Tom Hall, Mirko Amelotti, Louisa Daniels, Katie Anne Matthews, Amy Trown, Joshna Raghwan, Kerim Hudson, Katy Jackson, Holly Towell, Chris Bailey, Grainne McKenna, Eve Cheah, Silvano Stagni, Joshua Milton, Przemek Gruszka, Rai Goli, Arun Patel, Megan Wright, Claire Mourier, Nathanael Woodbridge, Sooz Andrews, Anthony Hett, Alina Isaev, Zhong Chen, Kate Oldroyd, Manisha Patel and Ritesh Pandoria

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STRUCTURE, GOVERNANCE & MANAGEMENT

Nature of governing document / how constituted etc

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

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 with a staff of four in the London Office. Staff during this period included Rachel Clare, Editor of the Website and CALMzine, Niamh Brophy, Supporter Care Officer, Katie Barton, Volunteer Coordinator plus Lindsey Bezzina, Dan Taylor, Oli Mosse and Charlie Morrison

Objectives and Activities

The charity focuses upon the prevention of male suicide in the UK and this year following a consultation with supporters, commissioners and grant-makers the Trustees agreed that the remit of the charity should be expanded from focussing upon men aged under 35 to all men in the UK

The charity's objectives are the preservation and protection and improvement of mental health and well-being amongst young persons 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 to young people, and through but not limited to the advancement of health education and public awareness relating to young people's mental health issues

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 £9,219 were expended this year (2012 - £37,851 generated). 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, Chartered Accountants, were appointed by the directors in 2013 and have expressed their willingness to continue in office and a resolution regarding their appointment and remuneration will be submitted to the Annual General Meeting

CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

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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.

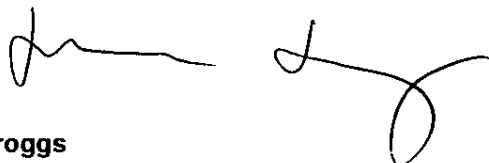
Statement of Disclosure to Auditors

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 8 November 2013



J Scroggs
Director, Chair of Trustees

CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CAMPAIGN AGAINST LIVING MISERABLY for the year ended 31 March 2013

We have audited the financial statements of Campaign Against Living Miserably for the year ended 31 March 2013 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 5, 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 2013, 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, and
- the financial statements have been prepared in accordance with the Companies Act 2006 and the Charities Act 2011.

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**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CAMPAIGN AGAINST LIVING MISERABLY
for the year ended 31 March 2013**

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual 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)
For and on behalf of

Royce Peeling Green Limited
Chartered Accountants
Statutory Auditor

13 November 2013

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

**CAMPAIGN AGAINST LIVING MISERABLY
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**STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 March 2013**

INCOME AND EXPENDITURE ACCOUNT

	Notes	Unrestricted funds £	Restricted funds £	Totals 2013 £	Totals 2012 £
Incoming resources	3				
Donations		76,153	-	76,153	31,328
Grants received		17,984	320,209	338,193	217,591
Fundraising activities		136,014	-	136,014	57,404
Other income		10,200	-	10,200	8,250
Investment income		379	-	379	194
Total incoming resources		240,730	320,209	560,939	314,767
Resources expended	4				
Fundraising costs		12,599	-	12,599	4,657
Charitable activities		237,994	250,652	488,646	277,487
Governance costs		4,579	-	4,579	1,499
Total resources expended		255,172	250,652	505,824	283,643
Net incoming/(outgoing) resources before transfers		(14,442)	69,557	55,115	31,124
Gross transfer between funds		5,223	(5,223)	-	-
Net incoming resources before other recognised gains/(losses)		(9,219)	64,334	55,115	31,124
OTHER RECOGNISED GAINS AND LOSSES					
Gains or losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Gains or losses on investment assets		-	-	-	-
Net movements in funds		(9,219)	64,334	55,115	31,124
Total funds brought forward		39,370	42,672	82,042	50,918
Total funds carried forward		30,151	107,006	137,157	82,042

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

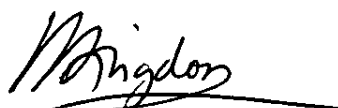
**CAMPAIGN AGAINST LIVING MISERABLY
REPORT & FINANCIAL STATEMENTS**

**BALANCE SHEET
for the year ended 31 March 2013**

	Notes	Unrestricted funds £	Restricted funds £	Totals 2013 £	Totals 2012 £
CURRENT ASSETS:					
Debtors & accrued income		9,332	-	9,332	5,600
Cash at bank and in hand		60,351	140,106	200,457	94,989
		<u>69,683</u>	<u>140,106</u>	<u>209,789</u>	<u>100,589</u>
CREDITORS: amounts falling due within one year	6	(39,532)	(33,100)	(72,632)	(18,547)
		<u></u>	<u></u>	<u></u>	<u></u>
NET ASSETS		<u>30,151</u>	<u>107,006</u>	<u>137,157</u>	<u>82,042</u>
 FUNDS OF THE CHARITY					
Unrestricted funds	8	30,151	-	30,151	39,370
Restricted funds	8	<u>-</u>	<u>107,006</u>	<u>107,006</u>	<u>42,672</u>
TOTAL FUNDS		<u>30,151</u>	<u>107,006</u>	<u>137,157</u>	<u>82,042</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 8 November 2013 and signed on their behalf by



R Kingdom
Director, Treasurer

CAMPAIGN AGAINST LIVING MISERABLY REPORT & FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2013

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.

**CAMPAIGN AGAINST LIVING MISERABLY
REPORT & FINANCIAL STATEMENTS**

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2013**

3. ANALYSIS OF INCOMING RESOURCES

		2013 £	2012 £
Donations	Donations	<u>76,153</u>	<u>31,328</u>
Grants & Commissioning			
	Henry Smith Chanty	65,600	-
	Less grant deferred to 2013/14	<u>(33,100)</u>	<u>-</u>
		32,500	-
	Knowsley PCT	72,459	5,800
	Comic Relief	58,000	25,223
	City Bridge Trust	50,000	37,500
	Sefton	37,000	-
	Westminster PCT	30,000	98,100
	Liverpool PCT	17,984	17,984
	CnSeren Limited	17,500	7,200
	Southwark PCT	15,000	-
	Pilkington Trust	5,000	-
	Vodafone	2,750	-
	East Lancs PCT	-	19,784
	The McQueen Foundation	<u>-</u>	<u>6,000</u>
		<u>338,193</u>	<u>217,591</u>
Fundraising Activities	Fundraising/sponsorship	<u>136,014</u>	<u>57,404</u>
Other income	Advertising	<u>10,200</u>	<u>8,250</u>
Investment income	Bank Interest	<u>379</u>	<u>194</u>

**CAMPAIGN AGAINST LIVING MISERABLY
REPORT & FINANCIAL STATEMENTS**

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2013**

4. ANALYSIS OF RESOURCES EXPENDED

	Analysis	2013 £	2012 £
Fundraising costs	Fundraising	12,399	3,977
	Marketing and advertising	200	680
		12,599	4,657
Charitable activities	Helpline provision costs	187,153	111,457
	Staff costs	129,502	59,522
	Website provision costs	21,083	13,182
	Commissioned promotion and outreach costs		
	- London	17,149	12,982
	- Merseyside	38,978	13,151
	Other promotion costs	22,248	10,658
	Management, admin and support costs	72,533	56,535
		488,646	277,487
Governance costs	Audit / examination costs	3,600	1,200
	Trustees' expenses	979	299
		4,579	1,499

5. DETAILS OF CERTAIN ITEMS OF EXPENDITURE

Trustee expenses

No Trustee received any remuneration in connection with their work for the charity. The charity reimbursed the trustees for out of pocket travel expenses of £979 (2012: £141).

Fees for audit/ examination of the accounts

	2013 £	2012 £
Auditor's/ examiner's fees for reporting on the accounts	3,600	1,200

6. CREDITORS : AMOUNTS FALLING DUE WITHIN ONE YEAR

	2013 £	2012 £
Trade creditors	34,728	18,547
Deferred income	33,100	-
Other taxes and social security costs	3,876	-
Accruals	928	-
	72,632	18,547

**CAMPAIGN AGAINST LIVING MISERABLY
REPORT & FINANCIAL STATEMENTS**

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 March 2013**

7. RESTRICTED INCOME FUNDS

Fund source	Purpose
Westminster PCT (with Kensington & Chelsea, Westminster, Hammersmith & Fulham PCTs)	London CALMzone provision
City Bridge Trust	London Volunteer Coordinator/London service provision
Southwark PCT	London CALMzone provision
Comic Relief	Service support for under 25s
Henry Smith Chanty	Increased helpline capacity
Liverpool PCT	Merseyside CALMzone provision
Sefton	Man Down Project
Knowsley PCT	Reducing Suicide Summit and suicide reduction project
CnSeren Limited	Office Manager/PA
Pilkington Trust	Merseyside texting service
Vodafone World of Difference	Manchester CALMzone development

8. STATEMENT OF FUNDS

	At 1 April 2012 £	Income £	Expenditure £	Transfers £	At 31 March 2013 £
General reserve	39,370	240,730	(255,172)	5,223	30,151
Restricted funds	42,672	320,209	(250,652)	(5,223)	107,006
Total funds	82,042	560,939	(505,824)	-	137,157

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

9. STAFF COSTS

Staff costs during the year were:	2013 £	2012 £
Staff costs	117,090	54,049
Social security costs	12,412	5,473
Total costs	129,502	59,522
	2013 No	2012 No
The average monthly number of employees (full time equivalent) employed by the charity during the year was	5	2