

Company Number: 405780
Charity Number: 16913
Charities Regulatory Authority Number: 20062026

Pieta House
(A company limited by guarantee, not having a share capital)
Report and Financial Statements
for the year ended 31 December 2019

Pieta House
(A company limited by guarantee, not having a share capital)

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TRUSTEES AND OTHER INFORMATION

Trustees

Ashley Balbirnie (Appointed 11 Mar 2019).
Karen Cohalan
Fergus Clancy
John Dolan
Kathryn Mary Holly
Brendan Lenihan (Resigned 26 Jan 2020)
Declan O'Neill
Roslyn O'Shea
Fiona Tierney
Liam Mullaney (Resigned 1 May 2019)
Sean O'Connor (Resigned 1 May 2019)
William Tobin (Resigned 22 February 2019)

Company Secretary

Declan O'Neill

Chief Executive Officer

Elaine Austin (appointed 11 March 2019)
Ashley Balbirnie (Resigned 11 Mar 2019)

Charity Number

16913

Charities Regulatory Authority Number

20062026

Company Number

405780

Registered Office and Business Address

First Floor
Greenhills Retail Park
Greenhills Road
Tallaght
Dublin 24

Auditors

Mazars
Chartered Accountants and Statutory Auditors
Block 3, Harcourt Centre
Harcourt Road
Dublin 2

Bankers

Ulster Bank
Main Street
Lucan
Co. Dublin

Allied Irish Bank
Main Street
Lucan
Co Dublin

Solicitors

Mason Hayes & Curran
South Bank House
Barrow Street
Dublin 4

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TRUSTEES' ANNUAL REPORT

for the year ended 31 December 2019

CHAIRMAN'S ADDRESS

Welcome to the Pieta 2019 Annual Report, which provides an overview of the services delivered and initiatives undertaken in 2019, along with full details of the organisation's finances.

Pieta is the national suicide prevention service in Ireland. We provide therapy to those who are experiencing suicidal ideation, those who are engaged in self-harm, and those who have been bereaved by suicide. Our services are delivered nationwide from 15 centres and 4 outreach facilities that we operate. All clinical services are delivered by professional and qualified clinical therapists.

We operate a 24-hour crisis helpline, which had its busiest year ever in 2019. Our suicide liaison bereavement service, which provides practical help and support in the immediate aftermath of death by suicide, continued to be a highly-valued service in 2019. During the year we expanded our nationwide secondary school-based resilience programme.

It is recognised that the ultimate act of despair, in a mental health crisis, is to take your own life. In 2019 death rates from suicide dropped to the lowest level in over 10 years. Pieta has played a major role in the progress. When Pieta was first established in 2006, 78 people came through our doors. Last year we supported over 9,000 people from across Ireland, 30% of these being under the age of 18. 1 in 4 of our clients came to Pieta having attempted suicide at least once previously, and over 50% of our clients are categorised as being at high risk.

We are deeply passionate about our life-saving work. All our services are delivered free of charge to our clients. All our therapists are highly capable and trained to deliver counselling using 'The Pieta Way', which differs from other therapeutic models, including the holistic approach to understanding the client, aimed at making them feel respected and valued from their first contact. This is an important and intrinsic part of our approach. All our clients are treated with dignity and respect, and in all cases, the individual needs of our clients are taken into consideration by their assigned therapist.

In 2019 we responded to over 13,000 calls and 31,000 texts to our crisis helpline. We delivered the resilience programme across 121 schools, reaching over 11,000 students.

Our flagship 'Darkness into Light' event, generously supported by Electric Ireland, is now a global movement and Ireland's leading charity event. We owe a huge debt of gratitude to those who walk in the event every year and to the voluntary committees that make their local Darkness into Light event a reality. The first walk in May 2009 had 450 walkers in the Phoenix Park Dublin. In May 2019 over 180,000 people took the walk from the dark into the light, symbolic of the journey we seek to bring our clients on, from the darkness of despair into the light of hope, across 160 venues in Ireland. In addition, over 20,000 people walked with us in our venues abroad. Their participation raised €5.3m in funds for Pieta. Simply put, without this event we would not be able to look after anything like the number of vulnerable clients we currently take care of.

The cost of running the event is taken into consideration each year against the importance and value of the event to Pieta and to all of the people across Ireland and abroad that participate in and attend the event.

Darkness into Light is much more than a fund-raiser. It is a commemorative walk, an annual event when families, friends and communities come together to remember loved ones who have been lost to suicide, and find healing and solace with others in their communities who have experienced the grief, pain and devastation that a loss can bring.

It is also an opportunity to reinforce, on a national scale, the awareness and importance of looking after your mental wellbeing, and also in a more local way looking after others that are currently struggling and who may benefit from being directed towards Pieta and other mental health services for critical support. Every opportunity to help someone feel better, every life saved, is hugely important.

The cost of running such a massive event is something we keep under review and we are constantly looking for opportunities to save. The signature yellow t-shirts have become synonymous with the walk and we invest in their provision, because participants want to show their communities that they have joined together in solidarity and in hope. We have a duty of care to the 200,000 people who assemble in the darkness, therefore we must invest in the health and safety of participants across 200 venues and ensure that the welfare of all participants and supporters is catered for.

Registration of the event generates an enormous number of financial transactions online (170,000 alone in 2019), therefore we must invest in IT and ensure that these transactions are securely processed. We support and promote the various venues and we invest in local event marketing and operations where required.

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Fifty percent of the net registration income brought in at our international venues is invested in local suicide prevention initiatives in those countries, through our partner charities. These investments appear as a cost in our financial statements, but in reality are valuable contributions to helping partner charities to tackle suicide, very often within ex-pat Irish communities.

Pieta gets less than 15% of its annual income from the State. Approximately 80% of our total funding each year comes directly from the generosity of the Irish people. It is evident that Pieta is “owned” by the Irish people, who have taken our mission into their hearts. We all share a common goal that no-one among us should ever feel so alone or afraid that suicide or self-harm becomes an option they choose.

The Trustees are concerned that the national suicide prevention service operated by Pieta is overly exposed to the risks associated with public fundraising. With less than 15% of funds guaranteed by the State, it is extremely difficult to invest in client services or to ever plan beyond a short timeframe, due to uncertainty around funding. This is not an appropriate way to finance an important part of the nation’s mental health infrastructure. A more sustainable funding model is needed.

We continue to actively engage with the HSE and other Government bodies to agree a path to a more appropriate funding arrangement that can underpin the services we offer and offer greater assurance around continuity of service for our clients and continuity of employment for our staff. The Trustees regard this as a strategically imperative for the future of Pieta.

The risks associated with the current funding model were exposed in 2019. We ended the year with an operating deficit of €0.7m. The Board’s prudent reserve policy meant that this did not create a liquidity issue, but it did highlight the nature of the challenge faced by Pieta when such a small percentage of its annual income is guaranteed by the State. In response to the growing client demand experienced in 2018, we made a decision to increase clinical services in 2019. We employed 36 additional therapists across our Clinical Services, increasing the number of counselling hours we were able to offer and as a result we saw 10% more clients in 2019 than in 2018.

In response to difficulties in recruiting and retaining psychotherapists we increased pay rates, benchmarked (but still below) against HSE levels. With more therapists working in Pieta our clinical salary costs, including the appropriate levels of supervision needed for clinical governance purposes, increased by 18% in 2019.

Investments in service development during 2019 included expanding the size of our Crisis Helpline team, and increasing our Suicide Liaison Service Team and our School based Resilience team, to cater for increased client demand for all three of these client services. We also formally opened our new centres in Cork and Galway and launched outreach services in Sligo, Ballina and Skerries. With the support of the HSE we plan to launch an outreach service in Cavan and Monaghan during 2020.

Associated with all of these very positive developments, our overall costs increased by 11%, staff costs being the majority of these costs, increasing 19% from 2018 to 2019. All of these costs were forecasted but we missed our income target, resulting in the above-mentioned deficit. Darkness into Light revenue was below target, as were our Quarter 4 donations. This trend was experienced by other charities, believed to be in part associated with concern over potential economic impacts of Brexit.

As we headed into 2020 the Trustees were conscious of the fact that pressure on fundraised income was likely to continue and as such the prudent approach to the 2020 budget was to reduce costs in certain areas, while seeking to maintain and protect our increased level of client services. A plan to restructure and consolidate a select number of management and administrative roles and to reduce our level of contract therapists (which are more expensive than employed therapists) was agreed.

At the time of writing these plans were superseded by the Covid crisis which had a most profound impact on our revenue, due to the combined effects of Darkness into Light being cancelled and other community-based fundraising activities being suspended. The experience of 2019 and particularly the early part of 2020 demonstrate just how inappropriate it is to have a critical national service like suicide prevention so heavily dependent on public fundraising. The lack of State funding threatens continuity of service of very vulnerable clients, and this needs to change.

Throughout 2019 we also remained relentless in our focus on our strategic objective to further strengthen our governance framework. This has resulted in Pieta being granted Triple Lock Status from the Charities Institute. This recognises Pieta’s compliance with;

- Charities Regulator Charities Governance Code
- Financial Transparency (Adherence to the Statement of Recommended Practice (SORP))

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- Guidelines for Charitable Organisations on Fundraising from the Public

Triple Lock Status and compliance with the above standards is evidence of the Board's strong commitment to good governance. I want to thank sincerely my fellow Trustees for the enormous amount of work they have put in to helping oversee and guide Pieta throughout 2019. On behalf of the Board I am pleased to present herein our financial statements for 2019, which are SORP compliant.

2019 saw a number of Trustees step down and a number of new Trustees appointed. Details are contained in this report. I would like to record formally here my thanks on behalf of the board to Sean O'Connor (former Chairman), Liam Mullaney and Liam Tobin who all stepped down in 2019. It was a pleasure working with them and Pieta owes them a debt of gratitude.

I also want to express my admiration for the management team led by Elaine Austin, CEO. It would be difficult to overstate how hard the leadership team in Pieta works to ensure that the organisation continually improves to meet the needs of its clients. In that context very special recognition is due to the clinical and clinical support staff who work so professionally to deliver Pieta's promise, which is to help those in need to make the journey from the darkness of despair into the light of hope.

And finally a very big thanks to all our staff and volunteers and our corporate partners and colleagues in the HSE. Without all those who work so hard in the Pieta "ecosystem" we would not be able to do what we do.

Fergus Clancy

Chairman

June 2020

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TRUSTEES' ANNUAL REPORT

for the year ended 31 December 2019

The Trustees of Pieta House welcome the opportunity to present its report for the year ended 31 December 2019.

PIETA'S VISION

A world where suicide, self-harm and stigma have been replaced by hope, self-care and acceptance.

PIETA'S MISSION

To support people and communities in crisis by providing freely accessible, professional services to all.

PIETA'S VALUES

We treat everyone with dignity and respect.

We are rooted in compassion and care.

We generate and nourish hope.

We empower.

GOVERNANCE

Managed by a Board of Trustees who meet on a monthly basis, Pieta is governed by a Constitution which outlines the objects and powers of the charitable company. The Trustees are responsible for the strategic direction of the Charity and are provided with key performance and risk indicators at their meetings.

Pieta also executes oversight of its activities through the use of four committees that are chaired by a Board member and supported by specific management expertise. These committees focus on providing guidance in the areas of Clinical Governance; HR, Nominations & Remuneration; Financing & Funding; and Audit, Risk and Compliance. In January 2020, a full review of the committee structure was undertaken. This has resulted in the replacement of Clinical Governance by Clinical, Advisory and Advocacy, Human Resources by People and Culture, Financing and Funding by Funding and Engagement and Audit, Risk and Compliance by Risk, Audit and Finance.,

STRUCTURE AND MANAGEMENT

The Directors of the company are also Pieta's Trustees. The Constitution provides for a minimum of three Trustees and a maximum of 25. Trustees are appointed by the rules detailed in Sections 42 to 68 of the Articles of Association contained in its Constitution. The Trustees welcome and review applications for board membership before approval. Training and induction are provided in line with the Code of Business Conduct for Trustees of Peta House.

TRUSTEES

The following are Trustees of Pieta House, (in alphabetical order), who served during the financial year and up to the date of approval of the financial statements:

Ashley Balbirnie (Trustee)

Ashley has vast experience in a career that has included multi-national, start-up, and NGO experience including previously serving as CEO of Focus Ireland and CEO of ISPCC ChildLine.

Fergus Clancy (Chair of Board of Trustees)

Fergus Clancy is also non-executive chairman of Mater Private Group, non-executive director of CareChoice Group and non-executive chairman of the board of the Gaelic Players Association. A former CEO of the Mater Private Group, Fergus's former career also includes roles in the insurance industry and the establishment of Circa Consulting, a specialist advisory firm offering governance and risk management advice to healthcare organisations' boards and CEOs. In addition to his current non-executive roles, Fergus runs FC Advisory, a firm through which he takes on a limited number of strategy and governance assignments.

Fergus has previously been a non-executive director of RSA Insurance Ireland and non-executive chairman of med-tech firm i360 Medical. Over the course of his career Fergus has been appointed to a number of advisory committees within the Department of Health, the HSE, and HIQA. He has been a member of the Irish Medical Council. He has undertaken executive education in finance at London Business School and in Governance at Harvard Business School.

As well as lecturing on post-graduate courses at University College Dublin and University of Virginia, he holds a Professional Diplomas in Corporate Governance and in Strategy and Innovation from UCD Smurfit Business School.

Karen Cohalan (Trustee and Chair of Finance & Fundraising Committee)

A Chartered Accountant with 26 years post-qualifying experience, Karen was a member of Enterprise Ireland's Finance & Operations Executive Committee for 4 years and chaired the Enterprise Ireland Equity Review Committee in 2016 & 2017.

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John Dolan (Trustee and Member of Finance & Fundraising Committee)

A chartered accountant with experience as Non-Executive Director, Board member and Chairman of a number of Company Boards and sub-committees, John has worked with a number of Ireland's leading organisations in devising, planning and achieving their strategic growth plans. John has experience in helping organisations of similar size to Pieta to grow and develop their services through a board level focus on strategy, organisational structure and finance & funding.

Kathryn Holly (Trustee and Member of Clinical Governance Committee)

Currently Healthcare sector lead at TowerView, a specialist healthcare advisory and investment company, Kathryn has extensive healthcare experience, including as Chief Operations Officer of the Mater Private Healthcare Group.

Brendan Lenihan (Trustee and Chair of Audit, Risk & Compliance Committee – Retired 26 January 2020)

Managing Director of Navigo Consulting, Brendan is a Chartered Accountant and a former President of Chartered Accountants Ireland. He is an experienced management consultant leading strategy, business planning and governance engagements as well as serving on other private, voluntary sector and State Boards.

Liam Mullaney (Trustee and Member of Human Resources Committee – Retired 1 May 2019)

As CEO of Sage, Liam is a creative, innovative and results-focused business leader with over 30 years' experience in the IT sector. Over recent years, he has been a mentor to several companies under the umbrella of the Ryan Academy Propeller fund program.

Sean O'Connor (Trustee and Chair of Clinical Governance Committee - Retired 1 May 2019)

Sean is a trained therapist who has worked in a number of community and prison settings and is passionate about client focused service provision. He currently works in Drugs & Alcohol as a HSE Task Force Manager, with the Mental Health Commission as a lay person on tribunal panels, and through his own Training and Development Company delivering a number of programmes, coaching and mentoring sessions.

Declan O'Neill (Trustee and Secretary)

Executive Vice President (Product & Data) at Munich Re Automation Solutions, Declan O'Neill is a senior executive and actuary with extensive experience across product and system development.

Roslyn O'Shea (Trustee and Member of Audit, Risk and Compliance Committee)

A Chartered Accountant by profession, Roslyn is an experienced Non-Executive Director with a portfolio of board positions in the financial, private, public and not-for-profit sectors. She is also a governance consultant and lectures on the topics of governance, risk and business integrity at the UCD Smurfit Graduate School of Business.

Fiona Tierney (Trustee and Chair of Human Resources Committee)

Former CEO of the Public Appointments Service, Fiona has a career history of successful leadership in senior executive and non-executive positions in both the private and public sector.

Liam Tobin (Trustee – Retired 22 February 2019)

A Fellow of the Chartered Association of Certified Accountants, he is currently running a small practice servicing a select number of clients. He previously spent 25 years in practice with PKF O'Connor Leddy & Holmes where the services he provided included statutory audit, taxation, business transactions, to a range of clients.

In addition to the Trustees, the Committees of the Board generally include external members on a voluntary basis who bring specific expertise and independent insight to bear on the governance of Pieta. In 2019 these were:

- Colin Potts – Member of the Audit, Risk and Compliance Committee
- Sharon Morrow – Member of the Finance & Fundraising Committee
- Gerry Raleigh – Member of the Finance & Fundraising Committee
- Paul Flynn – Member of the Human Resources, Committee
- Carmel Murphy – Member of the Human Resources, Committee
- Mary Horgan – Member of the Human Resources, Committee

RESPONSIBILITY

There is clear division of responsibility at the Charity with the Board of Trustees retaining control over major decisions. The Board of Trustees retain overall responsibility for the strategic development of the Charity in close liaison with key management personnel.

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for the year ended 31 December 2019

DAY TO DAY RUNNING

Pieta is run by the CEO assisted by an executive team. The CEO delegates authority within terms of delegation approved by the Trustees for operational matters including finance and employment.

The key management team comprises the following: Chief Executive, Elaine Austin, Director of Finance and Operations, Denise Cronin Director of Human Resources, Aidan Grogan, Director of Clinical Services, Samuel Gower, Co-Directors of Fundraising and Marketing, Rachel Murphy and Sinead Price.

2019 OBJECTIVES AND PERFORMANCE

Our overall objective is to provide free counselling services and support to those who are at the risk of suicide, engaging in self-harm and those bereaved by suicide. We also provide educational programmes to raise awareness, reduce stigma and to support mental health and wellbeing.

The Pieta model is based on compassion and care, and our goal is to lift suicide ideation as quickly as possible and replace reasons for dying with reasons for living, through a needs-led response. We concentrate on providing a non-institutional, community-based service delivered in a non-threatening and caring environment.

The model laid down in the Pieta Way© manual is adhered to across all centres. We are committed to delivering on "Connecting for Life", Ireland's National Strategy to reduce suicide (2015 – 2020).

2019 IN OVERVIEW

When Pieta was first established in 2006, 78 people came through Pieta's doors. Last year we supported over 9,000 people from across Ireland, c25% of these being under the age of 18. Approximately 1 in 4 of our clients also coming to Pieta having attempted suicide at least once previously, and over c50% of our clients are recognised as being at high risk.

During 2019, Pieta:

- Delivered 59,379 hours of counselling to the 9,396 people who walked through Pieta's doors in suicidal or self-harming crisis or who had been bereaved by a suicide.
- Responded to over 13,705 calls and 31,139 texts to their 24/7 free call helpline.
- Helped 799 people who had been bereaved through suicide, by providing 7,010 hours of dedicated suicide bereavement counselling
- The Suicide Bereavement Liaison Service helped and supported many people across Ireland, working with families, friends and the wider community
- The Resilience Academy team reached 11,212 pupils in 121 schools across Ireland

RESILIENCE ACADEMY

Our Resilience Academy service is a six-week Mental Health Programme for Second Year students in post-primary schools. We specifically support students in the 13 - 14 year age group. In 2019, we delivered it to over 11,000 second year students and teachers.

AMBER FLAG

The Pieta House Amber Flag initiative recognises the individual efforts of primary and secondary schools, companies and groups, to create healthy, inclusive environments that support mental well-being. In the school environment, the programme encourages teamwork and student contributions. To be awarded the Pieta House Amber Flag, applicant groups must host a mental health awareness event, a fundraiser, and a mental health initiative.

DARKNESS INTO LIGHT 2019

With 160 venues in Ireland and 40 internationally, Darkness into Light 2019 was supported by over 10,000 volunteers who donate months of time and effort, it is also generously supported by Electric Ireland through financial and media sponsorship. In 2019 the event generated total income of €5.3m and the Trustees would like to sincerely thank all involved for supporting, championing and participating in this event including our many ambassadors.

Darkness into Light has enabled us to keep our doors and our 24/7 helpline open for people in crisis, free of charge. Since 2012, when our first international event took place in London, our international charity partners have benefited from an investment of over €3m in local mental health support services.

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DARKNESS INTO LIGHT
Pieta House electric Ireland

*Our movement
Our manifesto*

We wake up,
in the darkness
in our thousands
around the world

We rise up,
to challenge stigma
to banish self-harm
to fight suicide

We keep in our hearts,
those feeling trapped in the darkest night
those haunted by sadness
those with an empty chair

We are armed with the courage,
to listen
to talk
to care

We walk shoulder to shoulder,
until we drive out guilt and shame
until we stop the breaking of human spirit
and we start connecting in conversation

We walk together,
to meet the silence with our voices
towards the promise of every new dawn
embracing a world filled with light

We walk on,
with unshaken purpose
with undivided strength
fuelled by compassion

With every step,
we commit to acceptance
we commit to hope
we commit to life

Walk with me on 11 May 2019
www.darknessintolight.ie

© Pieta House 2019

FEELGOOD WEEK

FeelGood with Pieta took place in October 2019. Throughout the campaign 240 communities and corporate groups across the country raised funds for Pieta and got active, connected with colleagues or participated in activities to FeelGood and mind their mental health. FeelGood almost trebled in size on 2018 and raised €290,000 to support Pieta's work across the country. A big thanks to all our community and corporate groups who took part and to our FeelGood ambassadors Jack McGrath, Derry Clarke, Hannah Tyrell and Moe Dunford.

PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees are committed to ensuring that managing risks is an integral part of the organisation's activities. The principal risks faced by Pieta are having sufficient funding to provide on-going services and ensuring sufficient resources and personnel are available to meet service requirements. The Board established an Audit, Risk and Compliance Committee, which receives regular Risk Management Reports and has developed a policy to ensure that it is advised of significant events which require its attention. In addition, the Board receives regular reports on the systems, policies and procedures in place to ensure that services are delivered to a high standard and risks are anticipated and managed. The impact of Covid-19 has been added to the risk register, taking into consideration the impact on services and service delivery, health and safety for service users and staff, and financial impact on the company's activities and overall financial sustainability. Both the directors and management will continue to monitor this risk as circumstances evolve.

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Pieta mitigates these risks as follows:

- The Trustees have developed a Strategic Plan to diversify funding and activities.
- Pieta closely monitors delivery capability and performance of our service together with its budgets, targets and projections.
- Pieta has a policy of maintaining cash reserves.

FINANCIAL REVIEW

The financial results for the year ended 31 December 2019 are shown in the Statement of Financial Activities on page 19. Most notable is the extraordinary level of generosity and support from the general public, corporate sector, institutional and government agencies that together contributed to income of €13.38m. Pieta's income, net of resources expended, amounted to a deficit €0.7m which was a result of an increased cost base, as a result of increasing clinical service provision through 2019.

Assets and liabilities at the reporting date were €5.8m (2018 – €6.3m) and €0.8m (2018 – €0.5m) respectively. Net assets held at the reporting date were €5m (2018 €5.8m).

To respond to growing client demand in 2018, throughout 2019 Pieta's Clinical Services provision was increased. Pieta employed 21 more therapists and took on 15 additional contract therapists across services nationwide. This increased the ability to offer counselling hours and reduced the length of time people were waiting to see a therapist. As a result, Pieta saw 10% more clients in 2019 than in 2018, and delivered increases therapy hours than in 2018.

Pieta also increased the number and the rate of pay offered to employed therapists and contract therapists, but still below HSE levels, in response to finding difficulty in recruiting psychotherapists during 2018 and challenges with staff retention. As you would expect increasing the number of therapists increased clinical salary costs, the required level of supervision (required for good practice and clinical governance) and as a result, overall total staff costs increased by 18% from 2018 to 2019, with clinical staff costs being 74% of this increase.

All of these costs were forecasted but Pieta missed its income target, resulting in the above-mentioned deficit. Darkness into Light revenue was below target, as were quarter 4 donations. This trend was experienced by other charities, believed to be in part associated with concern over potential economic impacts of Brexit.

As 2020 emerged the Trustees were conscious of the fact that pressure on fundraised income was likely to continue and as such the prudent approach to the 2020 budget was to reduce costs in certain areas, while seeking to maintain and protect the increased level of client services. A plan to restructure and consolidate a select number of management and administrative roles and to reduce our level of contract therapists (which are more expensive than employed therapists) was agreed.

FINANCIAL RESERVES

Total reserves at the end of the financial year are €5m, of which €0.28m is restricted.

Pieta is generously supported by donors throughout the country with significant funds being donated during the annual Darkness into Light event. With state funding at the level of 15% of overall funding, Pieta has been able to provide services predominantly as a result of the generosity of its donors. This situation leaves the essential services that Pieta provides at significant risk with a reduction in fundraising. This was evidenced during 2019, with funds raised coming in under expectations.

Recognising the need to protect the provision of services to existing clients, Pieta used the financial reserve to cover the deficit. Our reserves guarantee that clients entering Pieta House will be protected while Pieta identifies alternative funding or, as a last resort, reduces services around the country.

The Pieta reserve policy is to maintain reserves to allow Pieta to continue to operate for between 3 and 6 months and meets its financial obligations to the state and to its employees.

That reserve stands at €3.9m at 31 December 2019. This provides 4 months of operations, and is at the lower end of the reserve policy.

5 YEAR STRATEGIC PLAN 2018 – 2023

In 2018 Pieta developed a comprehensive Five Year Strategy and Strategic Plan. This strategy identifies the three key service pillars of the Pieta House Model, details strategic objectives focusing on; Access, Outcomes, Channels, Advocacy, Trust and Finances, and sets out the strategic enablers such as; Governance, Technology and Information, Organisational Structure and Staff Engagement, all of which we endeavour to deliver upon to 2023.

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THE PIETA HOUSE



THE STRATEGY



OVERVIEW OF OUR STRATEGIC OBJECTIVES

1 IMPROVED ACCESS

We will provide easy access to world-class suicide and self-harm prevention, intervention and postvention services in all parts of the Republic of Ireland. We will ensure that we have a sufficient number of properly staffed centres to provide a service with minimal waiting times for clients; continuously monitor waiting lists; and communicate with prospective clients and health professionals to ensure widespread understanding of the services we provide and how to access them.

2 IMPROVED OUTCOMES

We will constantly improve the outcomes we achieve for our clients. We will develop comprehensive outcome measurement tools for all of our intervention and postvention services by placing greater emphasis on monitoring and reviewing; introducing a more comprehensive client feedback model; elevating our research capacity, both internal and external; and constantly striving to improve the outcomes for our clients.

3 MULTIPLE CHANNELS

We will innovate in order to be able to deliver our services to more people over multiple channels. We will invest where we can in the development of the Pieta House "Resilience Academy" which enhances our prevention capabilities, with particular focus on young people. We will also invest in the enhancement of our 24/7 contact centre as well as exploring options for services to be delivered online so we can respond to people in need of our services when and where they need them.

4 ADVOCACY

We will become the most respected advocate and trusted voice in Ireland on the issues of suicide and self-harm. We will invest where feasible in our internal data systems and research capabilities as well as partnering with national and international academic institutions to increase our publication output. We will deploy a well-executed communications strategy to increase awareness and understanding among policy-makers and the general public on issues relating to suicide and self-harm. And we will enhance our capability in the areas of public speaking and media engagement.

5 RECOGNITION AND TRUST

Pieta House will be increasingly recognised and trusted, not only as the leading suicide and self-harm service provider, but as one of Ireland's most valued charities.

We will keep in regular, open contact with our partners and thread the values of Pieta House throughout all our communications. We support our communications strategy and will use our research to underpin our reputation as trusted experts in the fields of suicide and self-harm.

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6 FINANCIALLY SOUND

We will grow our fundraising revenues and we will seek to increase our State funding from 15% to 50% of our overall income. We will continue to work hard to increase our fundraising income, diversifying our income streams in order to reduce over-reliance on a small number of events, and we will begin a dialogue with the State to develop the "Pieta Partnership" where, through us, the people and the State partner with each other on a 50:50 basis to fund the essential services we provide.

PLANS FOR THE FUTURE

The initial focus in 2020 was on the improvement of our client services across all areas and to progress the objectives as set out in our Five Year Strategic Plan. However, the emergence of the Covid-19 pandemic means that continuing to provide services remotely will be the primary focus for much of the year.

In 2019 Pieta House employed approximately 316 people across all services. Pieta staff are recognised as highly professional and engaged. The results of a staff engagement survey conducted in early 2019 provided us with the relevant direction and insight to ensure that we are focused on enhancing our staff wellbeing and engagement and progressing our learning and development plans. What was clear from the survey is that the Pieta staff are hugely committed to the purpose of the organisation and deeply care about the clients we serve.

All employed and contract therapists are professional and qualified with the relevant bodies. We endeavour to ensure all our staff across our services and in our administration receive training relevant to their area. Going forward we will seek to enhance our training programmes where feasible to support our staff and ensure that our organisational capabilities are robust and aligned to our Strategic Plan.

We aim to implement all required structural and people changes and strengthen our leadership and governance capability to support the effective delivery of client services given limited resources, and we will seek to enhance the sustainability of the organisation going forward through 2020.

We will review our under 18 service provision and will be engaging, with support from the HSE, with UCD to conduct under 18 research throughout 2020. This will enable us to enhance and develop our clinical model and ensure we are responding and supporting to the needs of our young people.

We will continue to review the performance of our staff against set objectives and agreed strategic and operational outcomes. We will continuously improve our internal communication capability to support the understanding of our Strategic Plan.

We will seek to build our connections and relationships in line with our values to drive recognition and trust in Pieta and throughout 2020 we will also improve our ability to deliver across our multiple channels through enhancing our Helpline, website experience and social media presence. We will also improve the robustness of our data and the capability of our management information systems infrastructure, in line with GDPR requirements.

Our work is also delivered with the support of our volunteers who give freely of their time and work tirelessly to support our clients and our work. We are very grateful for their dedication and professionalism. We endeavour to ensure that the involvement of volunteers with Pieta is a positive experience.

In summary, the Trustees would like to say thank you to all the fundraisers, partners, volunteers, supporters, state bodies and agencies, charity partners and communities who have given us their time, energy, commitment and support to deliver our services nationwide.

SUBSEQUENT EVENTS

In the context of the national public health emergency created by the Covid-19 coronavirus, the charity has had to urgently reconsider its operational and financial situation. Remote working was initiated for all departments with face to face counselling replaced by telephone therapy. Restrictions on movement are inhibiting access to and contact with clients and the level and quality of service that can be provided during the period of the emergency may impact on the productivity of the organisation.

The charity launched an emergency funding appeal, signed up for the Government Temporary Wage Subsidy Scheme, reduced salaries and deferred discretionary spending. A full financial and operational review was undertaken to ensure service levels could be maintained. Having assessed this cash requirement and the worst and best case scenarios in the context of the public health emergency, the charity is of the view that, notwithstanding the challenges, it is and will be a going concern.

Pieta House

(A company limited by guarantee, not having a share capital)

TRUSTEES' ANNUAL REPORT

for the year ended 31 December 2019

AUDITORS

The auditors, Mazars, Chartered Accountants and Statutory Audit Firm, will continue in office in accordance with the provision of Section 383(2) of the Companies Act 2014.

ACCOUNTING RECORDS

To ensure that adequate accounting records are kept in accordance with Sections 281 to 285 of the Companies Act 2014, the directors have employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems.


The accounting records are located at the charity's head office at First Floor, Greenhills Retail Park, Greenhills Road, Tallaght, Dublin 24.

DISCLOSURE OF INFORMATION TO AUDITORS

In the case of each of the persons who are directors at the time the Directors' Report and Financial Statements are approved:

- a) So far as the director is aware, there is no relevant audit information of which the charity's auditors are unaware; and
- b) each director has taken all steps that ought to have been taken by the director in order to make himself/herself aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Signed on behalf of the Board of Trustees

DocuSigned by:

177C20F6EC1445D...
Fergus Clancy

Date: 29 July 2020

DocuSigned by:

BBDFD89B4BF2418...
Roslyn O'Shea

Date: 29 July 2020

Pieta House

(A company limited by guarantee, not having a share capital)

TRUSTEES' RESPONSIBILITIES STATEMENT

for the year ended 31 December 2019

The trustees are responsible for preparing the Annual Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland.

Under company law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the net income or expenditure of the company for the financial period and otherwise comply with the Companies Act 2014.

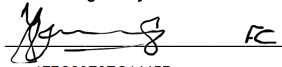
In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

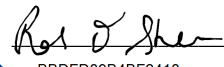
The trustees are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and net income or expenditure of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Signed on behalf of the Board of Trustees

DocuSigned by:

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Fergus Clancy

Date: 29 July 2020

DocuSigned by:

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Roslyn O'Shea

Date: 29 July 2020



INDEPENDENT AUDITOR'S REPORT

to the Members of Pieta House

(A company limited by guarantee, not having a share capital)

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Pieta House ('the charity') for the year ended 31 December 2019, which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including the summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the charity as at 31 December 2019 and of its result for the period then ended;
- have been properly prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate: or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.



INDEPENDENT AUDITOR'S REPORT

to the Members of Pieta House

(A company limited by guarantee, not having a share capital)

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the trustees' report is consistent with the financial statements; and
- in our opinion, the trustees' report has been prepared in accordance with the Companies Act 2014

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

Matters on which we are required to report by exception

Based on the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified any material misstatements in the trustees' report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of trustees' remuneration and transactions required by Sections 305 to 312 of the Act are not made.

We have nothing to report in this regard.



INDEPENDENT AUDITOR'S REPORT

to the Members of Pieta House

(A company limited by guarantee, not having a share capital)

Respective responsibilities

Responsibilities of trustees for the financial statements

As explained more fully in the Trustees' Responsibilities Statement set out on page 15, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf. This description forms part of our auditor's report.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the charity's members, as a body, in accordance with Section 391 of the Companies Act 2014. 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 the charity's members, as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:

A handwritten signature in blue ink, appearing to read 'Aedin Morkan'.

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Aedin Morkan

For and on behalf of

Mazars

Chartered Accountants

And Statutory Audit Firm

Harcourt Centre

Block 3

Harcourt Road

Dublin 2

Date: 5 August 2020

Pieta House

(A company limited by guarantee, not having a share capital)

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating an Income and Expenditure Account)

for the year ended 31 December 2019

	Notes	Unrestricted Funds 2019 €	Restricted Funds 2019 €	Total 2019 €	Total 2018 €
Income					
Donations & Legacies	5	5,411,240	-	5,411,240	4,950,105
Darkness into Light	6	5,295,599	-	5,295,599	6,105,614
Income from Charitable Activities	7	65,650	2,411,217	2,476,867	2,292,440
Other Activities for generating funds					
Trading Activities		193,007	-	193,007	52,934
Investment Income	8	539	-	539	574
Total income		<u>10,966,035</u>	<u>2,411,217</u>	<u>13,377,252</u>	<u>13,401,667</u>
Expenditure on:					
Raising Funds - General	9	1,092,880	-	1,092,880	979,053
Raising Funds - Darkness into Light (DIL)	9	2,519,448	-	2,519,448	2,609,271
		<u>3,612,328</u>	<u>-</u>	<u>3,612,328</u>	<u>3,588,324</u>
Net income available for charitable application		<u>7,353,707</u>	<u>2,411,217</u>	<u>9,764,924</u>	<u>9,813,343</u>
Expenditure on Charitable Activities					
Cost of Operations	9	7,599,911	516,848	8,116,759	7,466,984
Bereavement Services, Resilience Academy & Governance costs	9	468,524	1,894,369	2,362,893	1,619,527
		<u>8,068,435</u>	<u>2,411,217</u>	<u>10,479,652</u>	<u>9,086,511</u>
Total Expenditure	9	<u>11,680,763</u>	<u>2,411,217</u>	<u>14,091,980</u>	<u>12,674,835</u>
Net (expenditure) / income		<u>(714,728)</u>	<u>-</u>	<u>(714,728)</u>	<u>726,832</u>
Net movement in funds for the year	18	<u>(714,728)</u>	<u>-</u>	<u>(714,728)</u>	<u>726,832</u>
Reconciliation of funds					
Total funds brought forward		5,480,558	282,000	5,762,558	5,035,726
Total funds carried forward	18	<u>4,765,830</u>	<u>282,000</u>	<u>5,047,830</u>	<u>5,762,558</u>

The statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 22 to 36 form part of these financial statements.

All income and expenditure relates to continuing activities.

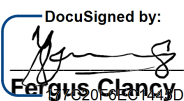
Pieta House

BALANCE SHEET

for the year ended 31 December 2019

	Notes	2019 €	2018 €
Fixed Assets			
Tangible assets	11	1,142,198	1,317,693
Current Assets			
Debtors	12	606,749	541,309
Cash and cash equivalents	23	4,090,684	4,435,417
		4,697,433	4,976,726
Creditors: Amounts falling due within one year	13	(791,801)	(531,861)
Net Current Assets		3,905,632	4,444,865
Total Assets less Current Liabilities		5,047,830	5,762,558
Funds of the Charity			
Unrestricted - general		4,765,830	4,280,558
Designated		-	1,200,000
Restricted		282,000	282,000
Total funds	18	5,047,830	5,762,558

Approved by the Board of Trustees on 29 July 2020 and signed on its behalf by:

DocuSigned by:

 Fergus Clancy

DocuSigned by:

 Roslyn O'Shea

Pieta House
STATEMENT OF CASHFLOWS
for the year ended 31 December 2019

	Notes	2019 €	2018 €
Cash flows from operating activities			
Net (expenditure)/ income		(714,728)	726,832
Adjustments for:			
Depreciation	11	333,111	235,885
Interest receivable		(539)	(574)
Loss on disposal of fixed assets		-	1,704
		<u>(382,156)</u>	<u>963,847</u>
Movements in working capital:			
Movement in debtors		(65,440)	(219,387)
Movement in creditors		259,940	8,076
		<u>(187,656)</u>	<u>752,536</u>
Net cash (used in) / generated by operating activities			
Cash flows from investing activities			
Interest received		539	574
Payments to acquire tangible assets	11	(157,616)	(893,275)
		<u>(157,077)</u>	<u>(892,701)</u>
Net cash used in investment activities			
Net decrease in cash and cash equivalents		(344,733)	(140,165)
Cash and cash equivalents at 1 January		4,435,417	4,575,582
Cash and cash equivalents at 31 December		<u>4,090,684</u>	<u>4,435,417</u>

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

1. GENERAL INFORMATION

Pieta House (the “charity”) is a company limited by guarantee incorporated in the Republic of Ireland and is a public benefit entity. First Floor Greenhills Retail Park, Greenhills Road, Tallaght, Dublin 24, is the registered office, which is also the principal place of business of the charity. The nature of the charity’s operations and its principal activities are set out in the Trustees’ Report.

Statement of compliance

The financial statements have been prepared in accordance with FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (FRS 102).

2. ACCOUNTING POLICIES**Basis of preparation**

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention modified to include certain items at fair value. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland and the Statement of Recommended Practice (Charities SORP (FRS102)) as published by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator which is recognised by the UK Financial Reporting Council (FRC) as the appropriate body to issue SORPs for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. As noted above, the Trustees consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation.

The financial statements have been presented in Euro (€) which is also the functional currency of the charity.

Restricted funds

Restricted funds represent income which has been recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Donations or grants may become repayable in the event that the conditions of the related agreements are not adhered to. These funds are not available for the general purpose of Pieta House.

Expenditure which meets these conditions is shown as charged to the fund.

General (Unrestricted) Funds

Unrestricted funds are those which are expendable at the discretion of the charity in furtherance of any of the objects of the charity. If part of an unrestricted fund is earmarked for a particular project, it may be designated as a separate fund, but the designation has an administrative purpose only, and does not legally restrict the charity’s discretion to apply the fund.

Designated Funds

Designated funds are unrestricted funds that have been earmarked for a particular purpose by the trustees.

Income

All income is included in the statement of financial activities when the charity is entitled to the income, receipt is probable, and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Income from charitable trading activities is accounted for when earned. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant. Income from grants, where related to performance and specific deliverables, is accounted for as the charity earns the right to consideration by its performance.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.

Pieta House**(A company limited by guarantee, not having a share capital)****NOTES TO THE FINANCIAL STATEMENTS**

for the year ended 31 December 2019

2. ACCOUNTING POLICIES (CONTINUED)

Income is included in the statement of financial activities only when realised in the form of cash or other assets, the ultimate realisation of which can be assessed as probable. The charity, in common with many similar charitable organisations, derives a proportion of its income from voluntary donations and fundraising activities held by individuals/parties outside the control of the charity. Income from fundraising, voluntary subscriptions and donations is necessarily recognised with effect from the time it is received into the charity's bank accounts or entered into the charity's accounting records.

Donations received from individuals and companies using online fundraising platforms to raise funds are recognised when the charity already has an entitlement, it is probable that the donations will be received and it can be measured reliably. Donations comprise gifts that will not provide any economic return to the donor other than the knowledge that someone will benefit from the donation.

Legacy income is recognised in the accounting period that it is received or when it is probable that the legacy will be received and the value of the legacy can be measured reliably. In these circumstances, if the legacy income has been received post year end, and the personal representatives have agreed to the amount thereof prior to the year end, the income can be recognised.

Assets donated under bequests or otherwise are included in the statement of financial activities at their value to the association on the date of receipt.

Expenditure

Expenditure is recognised on an accruals basis as liabilities are incurred. Expenditure includes VAT, where applicable, which cannot be recovered, and is reported as part of the expenditure to which it relates.

Expenditure on raising funds comprises the costs associated with attracting voluntary income and the costs associated with fundraising events.

Costs of operations include costs associated with meeting operational and day to day needs of the charity.

All costs are allocated between expenditure categories on a basis designed to reflect the use of the resource.

Support Costs

Support costs are costs incurred to facilitate an activity. Support costs do not change directly as a result of the activity undertaken. Support costs include the central office functions, such as governance, finance, IT and HR.

Governance Costs

Governance costs are the costs associated with the stewardship arrangements of the charity. They comprise costs arising from the constitutional and obligatory arrangements, as well as the costs associated with the strategic management of the charity's activities. Typical costs would be audit and legal fees, direct salary, and overhead costs incurred in the strategic as opposed to the day to day management of the organisation.

Research

Research expenditure is recognised in the statement of financial activities in the year in which it is incurred.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of tangible fixed assets, less their estimated residual value, over their expected useful lives as follows:

Buildings freehold	- 2% Straight line
Buildings leasehold	- 25% Straight line
Furniture, fixtures & equipment	- 20% / 33% Straight line

The carrying values of tangible fixed assets are reviewed annually for impairment in periods if events or changes in circumstances indicate the carrying value may not be recoverable.

Leasing

Rentals payable under operating leases are dealt with in the statement of financial activities as incurred over the period of the rental agreement.

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

2. ACCOUNTING POLICIES (CONTINUED)

Taxation

Pieta House is a Registered Charity and as such is exempt from corporation tax under Section 208 of the Taxes Consolidation Act 1997 (Revenue Commissioners' registration number CHY16913).

VAT recovered under the VAT Compensation Scheme is recognised as income in the statement of financial activities upon receipt.

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. The exchange differences are dealt with in the statement of financial activities.

Pensions

The charity operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the charity. Annual contributions payable to the charity's pension scheme are charged to the statement of financial activities in the period to which they relate.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of 3 months or less.

Financial instruments

Financial assets

Basic financial assets, including other debtors, accrued income and cash and cash equivalents are initially measured at cost, which is normally the transaction price, and are subsequently measured at amortised cost less impairment, where there is objective evidence of impairment.

Financial liabilities

Basic financial liabilities, including accruals, trade and other creditors are measured at transaction price, unless payment is deferred beyond normal business terms or is financed at a rate of interest that is not a market rate. In this case the arrangement constitutes a financing transaction, and the financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Pieta House**(A company limited by guarantee, not having a share capital)****NOTES TO THE FINANCIAL STATEMENTS**

for the year ended 31 December 2019

3. SIGNIFICANT ACCOUNTING JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgments and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical judgements made in applying the charity's accounting policies*Going concern*

The Trustees have considered the impact on the organisation of the events subsequent to the balance sheet date, in particular the risks associated with Covid19 pandemic. The Board state that following their review, the company have no current going concern issues and expect the company to remain viable and solvent for the foreseeable future.

The Trustees have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. A full financial and operational review was undertaken to ensure service levels could be maintained. Having assessed this cash requirement and the worst and best case scenarios in the context of the public health emergency, the Charity is of the view that, notwithstanding the challenges, it is and will be a going concern. The key judgements and significant assumptions underpinning the continuance of Pieta as a going concern are based on the success of the emergency funding appeal in May 2020, additional support from the HSE, the restructure and consolidation of management and administrative roles and a reduction in contract therapists (which are more expensive than employed therapists). The Trustees are confident that Pieta can continue to provide its services into 2021 and beyond based on increased support from the HSE and the strength of the fundraising team to raise the necessary income, driving value from existing supporters, focusing on regular giving, major gifts and developing growth plans for existing fundraising events using the increase in the supporter base for Pieta acquired during the emergency appeal in May. With the Covid crisis causing the cancellation of all public events, the Pieta fundraising team had the ability to move events online and virtually very successfully which will be further strengthened in the future. On this basis the Trustees consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

Key sources of estimation uncertainty*Estimating useful lives of tangible fixed assets:*

Tangible fixed assets, consisting primarily of land and buildings, comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated useful lives of each type of asset and estimates of residual values. The trustees regularly review these asset lives and change them as necessary to reflect current thinking on remaining estimated useful lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset lives can have a significant impact on depreciation charges for the period. Detail of the estimated useful lives is included in the accounting policies. There are no changes in the estimated useful lives of the tangible fixed assets.

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

4. NET (EXPENDITURE) / INCOME	2019	2018
	€	€
Net (expenditure) / income for the financial year is stated after charging/(crediting):		
Depreciation of tangible assets	333,111	235,885
Loss on disposal of tangible fixed assets	-	1,704
Research and Development		
- expenditure in current year	-	295,051
(Gain)/ Loss on foreign currencies	(1,930)	1,936
Auditors' remuneration		
- for audit	20,295	19,680
- for other non-audit services	11,070	-
	<u><u> </u></u>	<u><u> </u></u>

5. DONATIONS & LEGACIES

Breakdown of Donations & Legacies is as follows:

	2019	2018
	€	€
Donations	1,940,385	1,770,091
Public Fundraisers	3,074,696	2,927,543
Pieta Fundraisers	294,969	169,486
Other	101,190	82,985
	<u><u>5,411,240</u></u>	<u><u>4,950,105</u></u>

All income from donations and legacies was unrestricted in both current and prior year.

6. DARKNESS INTO LIGHT INCOME

	2019	2018
	€	€
Participant Fees	5,149,816	5,780,461
Sponsorships	82,800	5,404
Donations	55,586	242,688
Trading Activity	7,397	77,061
	<u><u>5,295,599</u></u>	<u><u>6,105,614</u></u>

All income from Darkness into Light was unrestricted in both current and prior year.

During 2019, Electric Ireland, as sponsors of Darkness into Light, provided non-financial support to the charity in the form of advertisements and promotions. An estimate of the cost of this support is not available and as such, it has not been recognised as a Gift in Kind.

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

7. INCOME FROM CHARITABLE ACTIVITIES

Current Year

Grantor	Restricted	Unrestricted	Total
	€	€	€
HSE Mental Health Services & NOSP	1,924,176	-	1,924,176
HSE CHO 3	47,345	-	47,345
HSE CHO 7	51,638	-	51,638
Túsla	105,000	-	105,000
Greystones Trust Co. Ltd.	100,000	-	100,000
Other Grants	183,058	65,650	248,708
	2,411,217	65,650	2,476,867

Prior Year

Grantor	Restricted	Unrestricted	Total
	€	€	€
HSE Mental Health Services & NOSP	1,675,826	-	1,675,826
HSE CHO 3	47,342	-	47,342
HSE CHO 7	51,637	-	51,637
HSE Capital Grant	222,175	-	222,175
The Community Foundation	5,151	-	5,151
Dublin Archdiocese	-	80,000	80,000
Túsla	5,000	-	5,000
Fidelity Foundation	63,827	-	63,827
Other Grants	132,469	9,013	141,482
	2,203,427	89,013	2,292,440

8. INVESTMENT AND OTHER INCOME

	2019	2018
	€	€
Bank Interest – all unrestricted	539	574

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

9. ANALYSIS OF EXPENDITURE

	Unrestricted Funds 2019 €	Restricted Funds 2019 €	Total 2019 €	Unrestricted Funds 2018 €	Restricted Funds 2018 €	Total 2018 €
Expenditure on:						
Raising Funds - General	1,092,880	-	1,092,880	979,053	-	979,053
Raising Funds - Darkness into Light (DIL)	2,519,448	-	2,519,448	2,609,271	-	2,609,271
	<u>3,612,328</u>	<u>-</u>	<u>3,612,328</u>	<u>3,588,324</u>	<u>-</u>	<u>3,588,324</u>
Expenditure on Charitable Activities						
Cost of Operations	7,599,911	516,848	8,116,759	6,673,806	793,178	7,466,984
Bereavement Services, Resilience Academy & Governance costs	468,524	1,894,369	2,362,893	176,278	1,443,249	1,619,527
	<u>8,068,435</u>	<u>2,411,217</u>	<u>10,479,652</u>	<u>6,850,084</u>	<u>2,236,427</u>	<u>9,086,511</u>
Total	<u>11,680,763</u>	<u>2,411,217</u>	<u>14,091,980</u>	<u>10,438,408</u>	<u>2,236,427</u>	<u>12,674,835</u>

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

9. ANALYSIS OF EXPENDITURE (CONTINUED)

Current year

	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Operations	Bereavement Services	Resilience Academy	Governance Costs	Total 2019
	€	€	€	€	€	€	€	€
Staff Costs	567,649	489,355	1,057,004	5,250,897	1,341,431	328,498	—	7,977,830
Contract Staff Costs	—	—	—	1,055,762	181,135	—	—	1,236,897
Fulfilment & Other Courier Costs	55,929	264,135	320,064	—	—	—	—	320,064
DIL Charity Partners	—	360,602	360,602	—	—	—	—	360,602
Other Staff Costs	103,931	13,418	117,349	136,637	75,911	49,703	—	379,600
Rent & Rates	—	—	—	253,030	42,229	—	—	295,259
Promotion & Awareness	39,397	855,823	895,220	7,006	677	3,376	—	906,279
Event Costs	49,043	251,159	300,202	—	—	—	—	300,202
Printing & Marketing	23,818	97,696	121,514	121,670	13,924	5,554	—	262,662
Telephone & Computer	770	43,208	43,978	363,193	115,433	11,091	—	533,695
Legal & Professional	22,344	56,073	78,417	249,472	39,730	—	70,289	437,908
Depreciation	—	—	—	300,281	32,830	—	—	333,111
Other Costs	229,999	87,979	317,978	378,811	51,069	13	—	747,871
Total Resources Expended	1,092,880	2,519,448	3,612,328	8,116,759	1,894,369	398,235	70,289	14,091,980

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

9. ANALYSIS OF EXPENDITURE (CONTINUED)

Prior year

	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Operations	Bereavement Services	Resilience Academy	Governance Costs	Total 2018
	€	€	€	€	€	€	€	€
Staff Costs	663,798	392,134	1,055,932	4,868,325	1,026,066	101,865	-	7,052,188
Contract Staff Costs	-	-	-	508,185	80,634	2,315	-	591,134
Fulfilment & Other Courier Costs	-	377,457	377,457	-	-	-	-	377,457
DIL Charity Partners	-	274,521	274,521	-	-	-	-	274,521
Other Staff Costs	90,324	17,891	108,215	220,905	60,306	16,446	-	405,872
Rent & Rates	-	-	-	249,987	62,438	-	-	312,425
Promotion & Awareness	176,698	626,400	803,098	85,438	5,518	1,593	-	895,647
Event Costs	9,551	326,048	335,599	-	-	-	-	335,599
Printing & Marketing	10,479	51,769	62,248	129,144	16,027	3,868	-	211,287
Telephone & Computer	-	39,834	39,834	486,029	76,750	2,190	-	604,803
Legal & Professional	523	223,869	224,392	280,603	32,308	6,868	48,101	592,272
Depreciation	-	-	-	210,864	25,021	-	-	235,885
Other Costs	27,680	279,348	307,028	425,800	52,181	736	-	785,745
Total Resources Expended	979,053	2,609,271	3,588,324	7,465,280	1,437,249	135,881	48,101	12,674,835

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

9. ANALYSIS OF EXPENDITURE (CONTINUED)

Other Costs can be broken down as follows:

	2019	2018
	€	€
Subscriptions	17,830	36,776
Donor & Volunteer Engagement	4,295	-
Board Expenses	1,842	2,205
Repairs & Maintenance	68,261	94,985
Light & Heat	79,500	67,515
Waste Charges	37,881	38,821
Cleaning	74,004	63,173
Security	33,004	46,327
Centre Supplies	54,680	41,891
General Procurement	2,850	16,033
Insurance	90,655	51,937
Bank Charges	5,891	7,118
Foreign exchange (Gain) / Loss	(1,930)	1,936
Online Platform Administration Fee	279,108	307,028
Donation in Kind	-	10,000
	747,871	785,745

Support Costs can be broken down as follows:

	2019	2018
	€	€
Finance	271,871	235,531
Governance	70,289	48,101
Administration	81,609	74,082
Human Resources	161,593	152,645
Audit	20,295	19,680
Accountancy	-	14,552
IT Costs	374,994	473,221
	980,651	1,017,812

10. EMPLOYEES AND REMUNERATION

The average number of persons employed during the year was as follows:

	2019	2018
	Number	Number
Clinical Staff	100	92
Clinical Support Staff	62	56
Administration Staff	49	41
Key Management Personnel	10	7
Bereavement Staff	31	23
	252	219

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

10. EMPLOYEES AND REMUNERATION (CONTINUED)

The staff costs comprise:	2019	2018
	€	€
Wages and salaries	7,037,089	6,222,040
Social security costs	716,128	627,552
Statutory redundancy	16,992	44,600
Pension costs	207,621	157,996
	<u>7,977,830</u>	<u>7,052,188</u>

During 2019, the charity employed 165 full time staff on average. Because of the very intensive nature of the suicide intervention service and to safeguard our therapists, the charity is subject to weekly limits on contact hours set by the third-party professional bodies. Accordingly, on average the charity employed 200-part time staff (mainly therapists) during 2019 to deliver typically 20 therapy hours per week each. To address demand, the charity also contracted an average of 62 contract therapists throughout 2019 to each deliver typically 8 therapy hours per week.

The total amount of employee benefits (excluding employer pension costs) received by the charity's key management personnel was €463,520 (2018: €501,342). The total number of employees whose benefits (excluding employer pension costs) for the reporting period fell within the bands below were as follows:

	2019	2018
	Number of Employees	Number of Employees
€70,000 to €80,000	2	6
€80,001 to €90,000	-	-
€90,001 to €100,000	1	1
€100,001 to €110,000	-	-
€110,001 to €120,000	-	1
	<u> </u>	<u> </u>

The total employee benefits of the Chief Executive Officers in 2019 was €109,566 (2018: €95,000). The Chief Executive Officer Role changed during 2019, with the resignation of Ashley Balbirnie on 11 March being replaced by Elaine Austin on the same day.

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

11. TANGIBLE FIXED ASSETS

	Land and buildings freehold	Land and buildings leasehold	Computer Equipment	Furniture & fixtures	Total
	€	€	€	€	€
Cost					
At 1 January 2019	452,563	1,314,419	260,691	168,789	2,196,462
Additions	-	44,668	102,640	10,308	157,616
	<u>452,563</u>	<u>1,359,087</u>	<u>363,331</u>	<u>179,097</u>	<u>2,354,078</u>
At 31 December 2019	452,563	1,359,087	363,331	179,097	2,354,078
Depreciation					
At 1 January 2019	27,153	618,952	135,716	96,948	878,769
Charge for the year	9,051	229,130	72,071	22,859	333,111
	<u>36,204</u>	<u>848,082</u>	<u>207,787</u>	<u>119,807</u>	<u>1,211,880</u>
At 31 December 2019	36,204	848,082	207,787	119,807	1,211,880
Net book value					
At 31 December 2018	<u>425,410</u>	<u>695,467</u>	<u>124,975</u>	<u>71,841</u>	<u>1,317,693</u>
At 31 December 2019	<u>416,359</u>	<u>511,005</u>	<u>155,544</u>	<u>59,290</u>	<u>1,142,198</u>

12. DEBTORS

	2019 €	2018 €
Other debtors	185,272	56,873
Prepayments	88,057	21,929
Accrued income	333,420	462,507
	<u>606,749</u>	<u>541,309</u>

Debtors are shown net of impairment (if any) in respect of doubtful debts. All debtors are due within one year.

13. CREDITORS

Amounts falling due within one year	2019 €	2018 €
Trade creditors	228,458	218,071
Taxation and social security costs (Note 14)	165,245	149,813
Deferred income (Note 15)	106,725	-
Accruals	257,786	142,605
Other creditors	33,587	21,372
	<u>791,801</u>	<u>531,861</u>

Trade and other creditors are payable at various dates in the next 12 months in accordance with the suppliers' usual and customary terms.

The terms of the accruals are based on underlying contracts.

Pieta House

(A company limited by guarantee, not having a share capital)

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

14. TAXATION AND SOCIAL SECURITY	2019	2018
	€	€

Creditors:

PAYE / PRSI

165,245

149,813

15. DEFERRED INCOME**2019****2018****€****€**

At beginning of year

—

—

Received during the year

106,725

—

Credited to the Statement of Financial Activities

—

—

At end of year

106,725

—

Deferred income at 31 December 2019 relates to advance funding of €50k and €56.7k for research and outreach, respectively, from the HSE which will be used in 2020. The charity does not have entitlement to this income until 2020, hence income has been deferred.

16. PENSION COSTS - DEFINED CONTRIBUTION

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. Pension costs amounted to €207,621 (2018: €157,996). The amount accrued at year end was €35,380 (2018: €27,091).

17. ANALYSIS OF NET ASSETS BY FUND**Current Year****Unrestricted**
€**Designated**
€**Restricted**
€**Total**
€**Represented by:**

Fixed Assets

860,198

-

282,000

1,142,198

Current Assets

4,697,433

-

-

4,697,433

Current Liabilities

(791,801)

-

-

(791,801)

4,765,830

-

282,000**5,047,830****Prior Year****Unrestricted**
€**Designated**
€**Restricted**
€**Total**
€**Represented by:**

Fixed Assets

1,035,693

-

282,000

1,317,693

Current Assets

3,776,726

1,200,000

-

-

4,976,726

Current Liabilities

(531,861)

-

-

(531,861)

4,280,558**1,200,000****282,000****5,762,558**

The designated fund in the prior year related to service enhancements on the Crisis Helpline, resilience academy, Suicide Bereavement which were delivered in 2019.

Pieta House

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NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

18. ANALYSIS OF MOVEMENT OF FUNDS

Current Year:	Unrestricted	Designated	Restricted	Total
	€	€	€	€
Opening Balance at 1 January 2019	4,280,558	1,200,000	282,000	5,762,558
Income	10,966,035	–	2,411,217	13,377,252
Expenditure	(10,480,763)	(1,200,000)	(2,411,217)	(14,091,980)
Transfer Between Funds	–	–	–	–
Closing Balance at 31 December 2019	4,765,830	-	282,000	5,047,830
Prior Year:				
Opening Balance at 1 January 2018	3,975,564	745,162	315,000	5,035,726
Income	11,198,240	–	2,203,427	13,401,667
Expenditure	(9,693,246)	(745,162)	(2,236,427)	(12,674,835)
Transfer Between Funds	(1,200,000)	1,200,000	–	–
Closing Balance at 31 December 2018	4,280,558	1,200,000	282,000	5,762,558

The designated fund in the prior year related to service enhancements on the Crisis Helpline, resilience academy, Suicide Bereavement which were delivered in 2019.

19. STATUS OF THE CHARITY

The charity is Limited by Guarantee not having a Share Capital.

The liability of the members is limited.

Every member of the charity undertakes to contribute to the assets of the charity in the event of its being wound up while they are members or within one year thereafter for the payment of the debts and liabilities of the charity contracted before they ceased to be members and the costs, charges and expenses of winding up and for the adjustment of the rights of the contributors among themselves such amount as may be required, not exceeding €1.

20. CONTINGENT LIABILITIES

The charity received a grant of €300,000 in 2011 from the JP McManus Pro-AM 2010 Committee towards the cost of acquiring the centre occupied by Pieta Mid-West in Mungret Co Limerick. This grant included the condition that, if the property was disposed of and Pieta House services were downgraded in Limerick, the €300,000 grant or an equivalent portion thereof would be repayable to the JP McManus Charitable Foundation. It is a condition of the JP McManus grant that a charge may not be registered on the property.

21. TRUSTEES' REMUNERATION

None of the trustees received any remuneration during the year. Incidental travel and meeting expenses are reimbursed where incurred. These expenses amounted to €1,842 for the year (2018: €2,205).

22. RELATED PARTY TRANSACTIONS

Ashley Balbirnie had been a Trustee from 26 September 2018 to 30 October 2018. Subsequent to Ashley stepping down from the Board he was appointed as Interim CEO and received €13,783 in respect of this role in the year ending 31 December 2019. Having served as interim CEO, Ashley was re-appointed to the Board on 11 March 2019.

Transactions with Key Management Personnel

Other than as set out at Note 10 there were no transactions with key management personnel during the current financial period.

Pieta House

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NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2019

23. CASH AND CASH EQUIVALENTS

	2019	2018
	€	€
Cash at bank and in hand	4,090,684	4,435,417

24. FINANCIAL INSTRUMENTS

The carrying values of the Charity's financial assets and liabilities are summarised by category below:

	2019	2018
	€	€
Financial assets		
Cash at bank and in hand	4,090,684	4,435,417
Other debtors	185,272	56,873
Accrued income	333,420	462,507
	4,609,376	4,954,797
Financial liabilities		
Trade creditors	228,458	218,071
Other creditors	33,587	21,372
Accruals	257,786	142,605
	519,831	382,048

25. POST-BALANCE SHEET EVENTS

In the context of the national public health emergency created by the Covid-19 coronavirus, the company has had to urgently reconsider its operational and financial situation. Remote working was initiated for all departments with face to face counselling replaced by telephone therapy. Restrictions on movement are inhibiting access to and contact with clients and the level and quality of service that can be provided during the period of the emergency may impact on the productivity of the organisation.

The charity launched an emergency funding appeal, signed up for the Government Temporary Wage Subsidy Scheme, reduced salaries and deferred discretionary spending. A full financial and operational review was undertaken to ensure service levels could be maintained. Having assessed this cash requirement and the worst and best case scenarios in the context of the public health emergency, the Charity is of the view that, notwithstanding the challenges, it is and will be a going concern.

26. FINANCIAL COMMITMENTS

At 31 December 2019 the charity had annual commitments under non-cancellable operating leases as follows:

	2019	2018
	€	€
Within one year	228,006	250,073
Between one and five years	721,388	952,980
In over five years	488,142	659,858

27. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved and authorised for issue by the Board of Trustees on 29 July 2020.