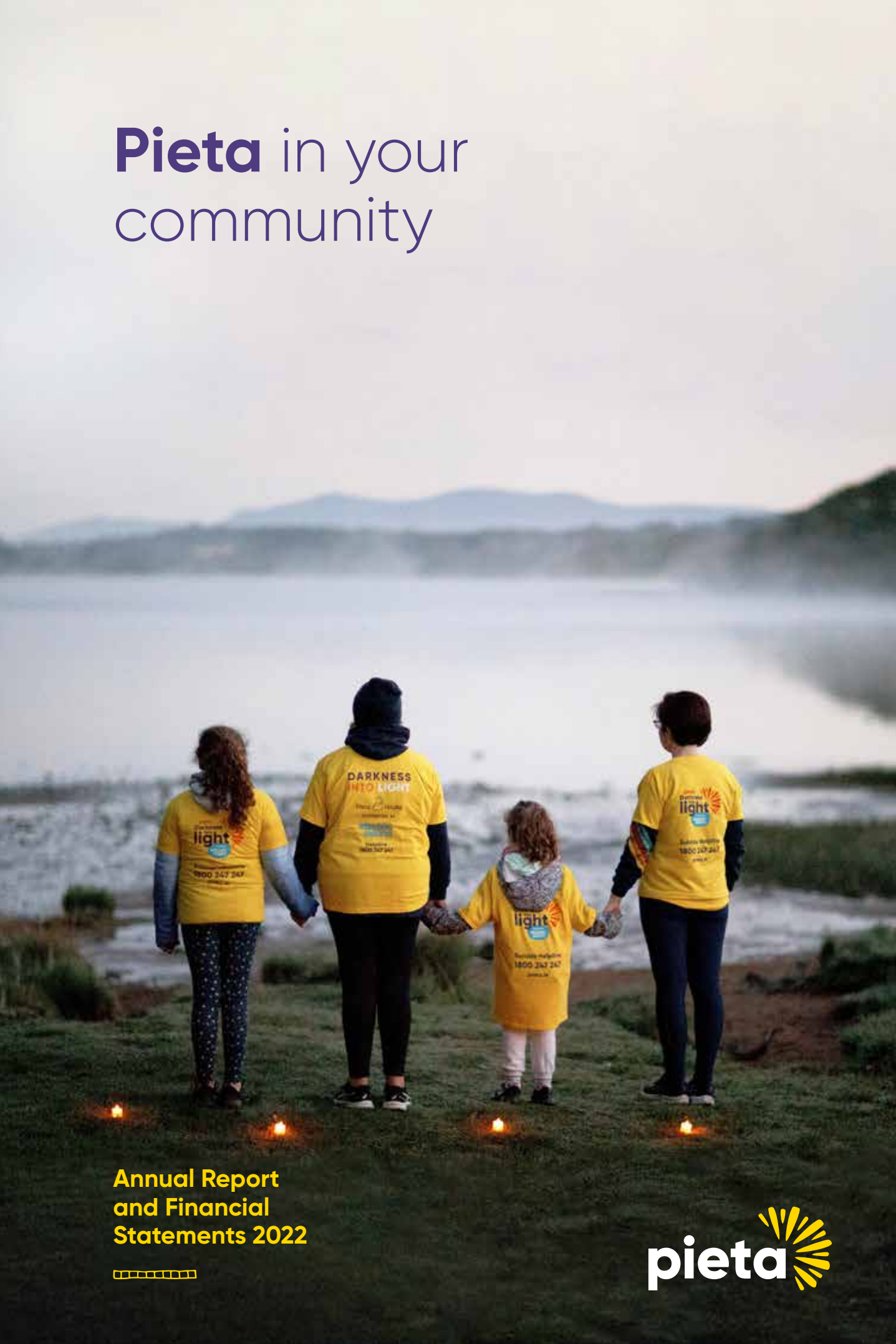


Pieta in your community



Annual Report
and Financial
Statements 2022





To make a difference in one person's life is an extraordinary privilege. Here at Pieta, we make a difference in the lives of thousands of people every year. We are driven in our mission to provide free, accessible and quality services. We believe that hope can take the place of despair and we hold that responsibility at the heart of everything we do.



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70,000

people reached since 2006

Our Impact at a Glance



51,322

Therapy
hours



5,604 of our clients
availed of our phone
and video service

6,888

Therapy
clients



Approximately 986 hours
of therapy were provided
to people across Ireland
every week



68,952 assessments
and therapy
appointments
were booked

670

households were
supported by our Suicide
Bereavement Liaison
Officers (SBLOs)

7,383

unique clients were
helped by either our
psychotherapists or
SBLO service



99,042

calls and/or texts were
received by our helpline

41,622

(28,849 answered)

Helpline calls
received

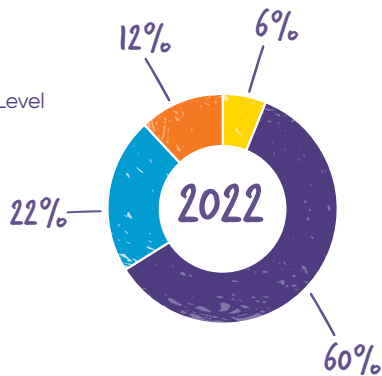
57,420

Text messages
received

Client Overview

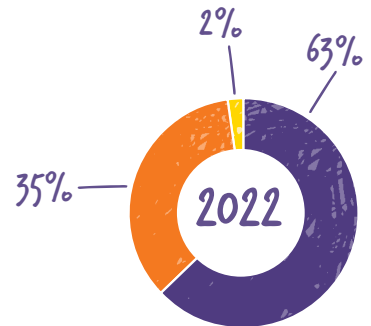
Clinical Risk Level

- Low
- Medium
- High
- No Risk Level



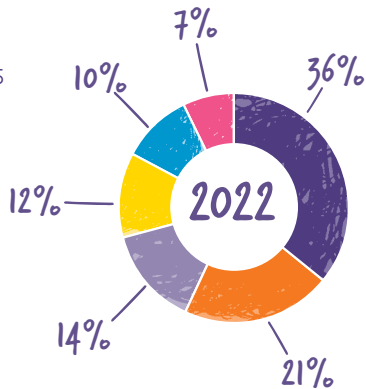
Gender

- Female
- Male
- Other



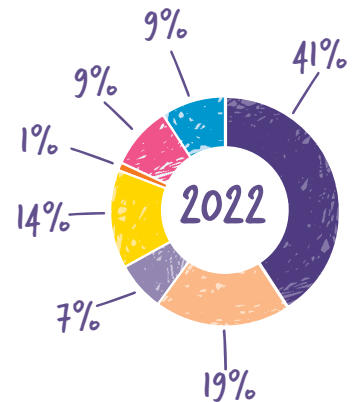
Age Range

- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- Over 55



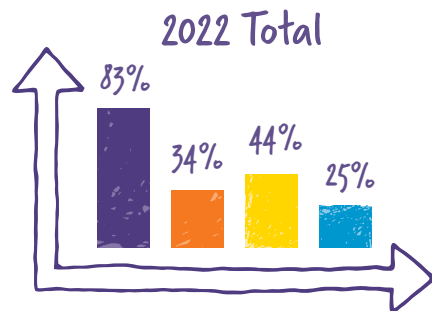
Employment Status

- Student
- Employed full-time
- Employed part-time
- Unemployed
- Apprentice
- Other
- Not Specified



Presenting Conditions

- Suicidal Ideation
- Suicide Attempt
- Deliberate Self-Harm
- Suicide Bereavement



Chairperson's Statement



As we forge ahead with expanding our services, it is in the knowledge that we are doing so to meet an ever-growing demand for these services.

It is also in the knowledge that the organisation is more resilient than ever having come through over two years of delivering therapy during the Covid era when there were so many disruptions, and potential disruptions, to our services. The expansion of our services has been achieved with the ongoing recruitment of additional therapists and support staff for our clinical services and, for example, with the opening of a new centre in Swords, County Dublin, kindly supported by Care Choice Care Homes.

Our services continue to make a real difference across Ireland. We are, in effect, part of the mental health services of this country given the scale of the services we deliver – last year receiving almost 100,000 calls and texts to our helpline team, delivering over 50,000 hours of counselling across our centres and supporting, with our bereavement counselling service, over 600 individuals as they tried to cope with the loss of a loved one to suicide.

Given that we are dependent on donations for 80% of our funds, the effort to raise the monies needed for Pieta is enormous but one that the organisation continues to meet. In this context we welcomed a new Fundraising Director – Nichola Mullen – to the organisation. Nichola quickly settled in and has worked with her team to help diversify our fundraising campaigns, among other strategic initiatives.

We readily acknowledge that our ongoing fundraising efforts are occurring at a time when many of our supporters are struggling with a cost-of-living crisis and are seeing high rates of inflation driving up the cost of basic goods and services. It is against this backdrop that we are especially appreciative of the donations we received – and continue to receive – despite the economic landscape.



We also welcomed a new CEO – Stephanie Manahan – who joined in May 2022 and made an immediate impact as she travelled the length and breadth of the country visiting our centres, meeting our teams and introducing herself to the many volunteers who help make Pieta the organisation it is today. It was remarkable, and gratifying, to see how quickly she immersed herself in the organisation and began to lead from the front.

The theme of this year's Annual Report is 'Pieta in your Community' and we feature staff, client and volunteer stories to reflect this theme. We are always grateful for the army of volunteers who, in a very practical way, organise local fundraising activities including, of course, local Darkness Into Light walks and who, in many ways, are the face of Pieta in their local communities. We owe all these individuals a huge debt of gratitude.

I would like to thank our Board of Trustees for their unstinting work over the last year. The Trustees continue to provide the oversight, governance and support Pieta needs and they continue to give of their time and expertise tirelessly and voluntarily. It is a privilege for me to Chair this board and I thank each and every one for their commitment to Pieta and for their continued passion for what we do. During 2022, as they

reached their term, three Trustees stepped down from the Board namely Kathryn Holly, Fiona Tierney and Ros O'Shea. I want to take this opportunity to thank them most sincerely for their contribution. Last year, we also welcomed Paul Flynn, Sharon Morrow and Colin Potts as new Trustees each of whom bring invaluable experience and skills to the Board, and I very much look forward to working with them in the coming years.

Finally, I would like to thank all our staff in the Pieta organisation. Their professionalism and dedication are inspiring and have helped make Pieta the organisation it is today – an organisation that delivers quality counselling services across a range of channels free of charge.

I look forward to 2023 confident in the knowledge that the organisation is on a sound footing, both from a clinical and a funding perspective, and I know that Pieta will continue to have the welfare of our clients and staff at the heart of everything we do.

Celine Fitzgerald

Celine Fitzgerald
Chairperson



Given that we are dependent on donations for 80% of our funds, the effort to raise the monies needed for Pieta is enormous but one that the organisation continues to meet.

Chief Executive's Statement



As I approach my first year as CEO of Pieta, it is an opportunity to reflect not only on the impact of Pieta, but also on how we do our business as the leading national charity in the area of suicide and self-harm in Ireland.

Within days of starting in May 2022, I found myself in the Phoenix Park in the heart of the darkness of the night. As I moved through the diverse crowds of gathering people, I realised this annual event of Darkness into Light is a true phenomenon, a beautifully unique and special event. I witnessed thousands of people in yellow t-shirts, people young and old, families, friends, colleagues, and individuals, some draped in sparkling lights, some adorned with photos of lost loved ones, some walking in quiet reflection while others chatted quietly as they made their way towards the dawn. I was deeply aware that at the very same time all across Ireland and beyond thousands of people were waking up to gather and come together to walk into the dawn in their local communities, to stand together in solidarity and support of all those who have been impacted by suicide or self-harm.

It was at that moment that I started to really learn about Pieta and how important an organisation it truly is.

Over the following months I set about travelling throughout the country meeting our incredible staff and our amazing volunteers and supporters. It was an opportunity to experience first hand how important Pieta is to local communities and it afforded me the opportunity to listen deeply to people who provide and run our services and to hear from those who have supported and used them.

In those first months I spent time meeting with senior leaders across the HSE and nationally, I met also with leaders from other organisations working in mental health services. These meetings were of great value in providing the opportunity for learning and discussion, seeking to explore how through working collaboratively we can all effect the changes required to support the mental health of the nation.

2022 was the first post-covid year. Similar to many other services we maintained some protective measures for most of the year, being cautious and focused on the continued protection of our staff and clients. We experienced a very significant return to in-person counselling with most of our services being delivered in-person. We experienced a record level of demand and we detail these demands and our national response in the pages of this report. We detail the demands on the services and our national response. We sought direct feedback from our clients so we could continue to improve our services. You can read more in Our Work and Impact section of this report.

Our reliance on fundraising remains a key focus and in 2022 we secured over 80% of our funding through fundraising and philanthropy. This is an ongoing challenge and demands focus and commitment of effort throughout the year. We completely

rely on the ongoing support of the public to significantly fund our services. Mindful of the need to address this we refocused our team internally and we have begun slowly building towards a diverse income model. You can read more about how we raise our funds in various sections of this report including our community fundraising, our corporate engagement and, of course, our Darkness Into Light initiatives. We continue to seek appropriate and proportionate funding from the state to support key national programmes that support national policy, and we will focus on progressing this into 2023.

To make a difference in one person's life is an extraordinary privilege. Here, at Pieta we make a difference in the lives of thousands of people every year. We are driven in our mission to provide free, accessible and quality services, we believe that hope can take the place of despair and we hold that responsibility at the heart of everything we do.

On behalf of the Pieta team I want to thank all our supporters for believing in the work we do and for their continued support. We couldn't do it without you.



Stephanie Manahan
Chief Executive Officer



Swords Opening

Charlie Bird was our guest of honour as we opened a new Pieta Centre in Swords, County Dublin in October 2022.



Trustee's Report



Pieta was founded in Dublin in 2006 to provide free one-to-one counselling to people suffering from suicidal ideation, engaging in self-harm or bereaved by suicide. We now have almost 300 qualified therapists and support staff across 20 locations.

Vision, Mission and Values



Our Vision

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

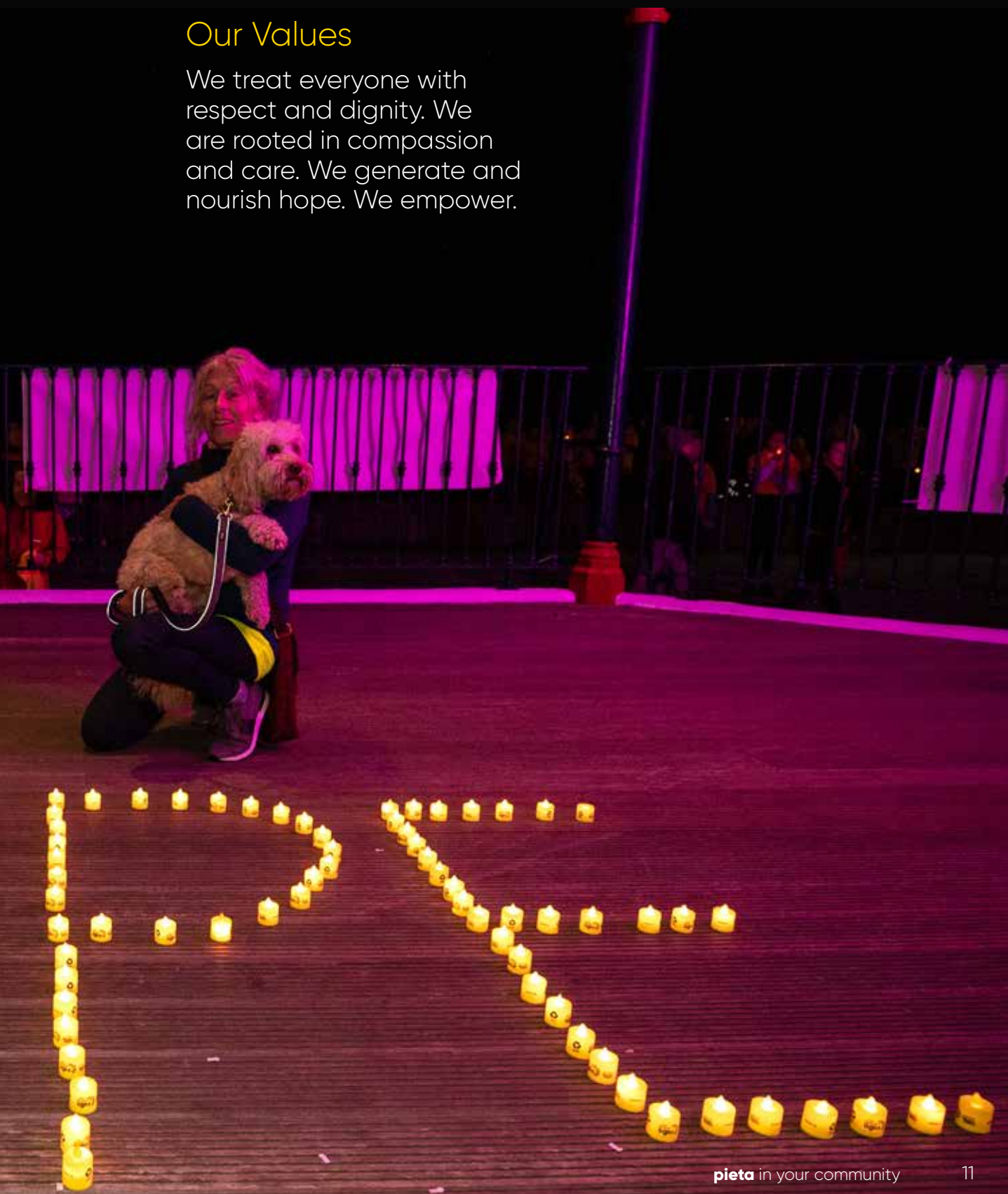
Our Mission

We support people and communities in crisis by providing free, accessible, professional services to all.



Our Values

We treat everyone with respect and dignity. We are rooted in compassion and care. We generate and nourish hope. We empower.



Volunteer Story - Brian

How long have you been involved with Darkness Into Light?

Myself and some friends organised the first Darkness into Light in Marlay Park in 2015 and we have been running it since.

What was your motivation behind getting involved?

I was aware that the state was failing to support individuals in need by offering appropriate, accessible and effective services for people in crisis. The services that did exist were difficult to access or inappropriate for many people. Pieta was attempting to fill that gap whilst highlighting the extent of the crisis of suicide in our communities. I was particularly attracted to organising Darkness Into Light because whilst it is a fundraising event it is also a community event that emphasises hope and solidarity. It provides communities with an opportunity to grieve their losses together and, in many ways, it is a protest event allowing communities an opportunity to highlight their frustration and anger at the inadequacies of mental health services available. How many other issues could get a few hundred thousand people out of bed at 4am?

How does being involved in the event make you feel?

a. Before the event

We're really well organised at this stage and everyone knows what they're doing and how their piece fits into the event. It's still hard work but we enjoy the event and we feel privileged to be able to do it. We enjoy the trust of our stakeholders like Dun Laoghaire County Council and we know that lots of people look forward to the event. We take pride in running a smooth event, dealing

with all the problems that inevitably arise and making sure it is meaningful, safe and appropriate for all of the participants.

b. Participating in the event

We enjoy the event but it's also pretty stressful. We have thousands of people arriving at the park at the same time and making sure they can all safely find their way around the little winding paths of the park is a big responsibility. We have a great team and get great support from groups like Balinteer St John's GAA club, the local Scouting groups and the Civil Defence which enables us to deal with all the last-minute problems and any emergencies.

c. After the event

We can relax when the last participant is back at the finish line but then we have to break down the event and return the park to the condition we received it in. It is very satisfying to be able to pull off one of the biggest volunteer led events in the country for such a good cause.

How would you describe the event to someone who has never taken part?

Suicide touches every household in this country. Darkness Into Light is the moment when you can see that. So many people come to remember their loved ones. Others come to remember their own struggles or to gain hope for the future. The fundraising is important but the sense of community and hope is our motivation.



It is very satisfying to be able to pull off one of the biggest volunteer led events in the country for such a good cause.

What is the most important part of Darkness Into Light for you?

We start the prep on Friday afternoon and work in the park until around midnight to get everything ready. It's hard work, particularly if it's raining or cold but it's nice to be part of a hardworking and motivated team. We always order a big meal from the local chipper around 11pm before they close and it's really nice to sit down with everyone and enjoy a few minutes before the crowds arrive.

What have you noticed in people attending over the years?

We have noticed more and more children attending. Hopefully this is because mental health and the supports that are available are more commonly discussed than they were in the past. We are also pleased that we are organising a safe, friendly event that people are happy to bring their children to in the middle of the night.

What would you say to someone to encourage them to take part?

We encourage people to participate by making it a safe, memorable and positive event in response to an issue that can be dark and seem hopeless. If people don't want to attend, it doesn't mean they don't get value from it either.



Suicide touches every household in this country. Darkness Into Light is the moment when you can see that. So many people come to remember their loved ones. Others come to remember their own struggles or to gain hope for the future.

Environmental, Social and Governance



Environmental, Social and Governance considerations are an integral part of Pieta's mission and values.

Pieta's long-term success and sustainability can best be achieved by creating a positive impact in our society and reducing our impact on the environment.

In fulfilling a social need, we prioritise the health and safety of our employees, volunteers, and clients to ensure a safe working environment.

We are committed to creating a positive impact in all the communities where we provide a service by advocating on behalf of all our clients and working towards a world where hope replaces despair. We recognise that diversity and inclusion are key drivers of social progress, and we are committed to promoting a culture of equality and respect.

We are increasing our sustainability by co-locating our new services with existing partners and through responsible sourcing of merchandise for our fundraising activities.

Our services continue to be accessible to all and we are mindful of increasing our presence within marginalised communities

Finally, we place a high value on good governance and ethical practices. We strive to maintain the highest standards of transparency, accountability, and integrity in all our operations.

We are committed to continuously improving our ESG approach. We understand that integrating it into our operations is essential for fulfilling our mission of creating a positive impact in our society.



We are committed to creating a positive impact in all the communities where we provide a service by advocating on behalf of all our clients and working towards a world where hope replaces despair.

Risk



As Trustees we are committed to ensuring that managing risk is an integral part of the organisation's activities.

In striving to deliver on its strategy, Pieta faces a range of strategic, clinical, operational, financial, legal and regulatory risks which may prevent it from achieving its objectives and delivering the best service possible to its clients. It has therefore put a risk management system in place to identify those risks, evaluate their potential impact, determine the best way to mitigate any potential adverse effects, maximise any opportunities and monitor and report the overall effectiveness of these procedures.

Pieta Risk Management Approach

Pieta employs a three lines of defence risk model where the operational management team is supported by specialist risk management and internal audit to identify, manage, and treat the risks it faces.

This approach is more in line with the ISO 31000 risk framework and employs the following risk management elements.

Risk Management Policy

The purpose of the risk management policy is to provide guidance regarding the management of risk, to support the achievement of objectives, protect staff, clients and business assets and ensure financial sustainability.

The goal of the risk management policy is to describe:

- The roles and responsibilities of Pieta staff, managers, executive directors and the board and its various sub-committees, as they relate to risk management

- The escalation process within Pieta that ensures decisions relating to risk are made at an appropriate level for the risks that are being managed.
- The review and reporting schedule for risk within Pieta.
- The risk matrix used by Pieta.
- The process employed to identify the risk training needs of Pieta.

Risk Appetite Statement

This is a statement approved by the Board and the Executive Team that describes the level of risks within which the Executive Team can operate. Risks that are deemed outside of appetite should be flagged to the Pieta Board accompanied by a plan to bring them back within appetite.

Risk Register

This is a system to log risks and how they are being managed and progressing.

The register allows for management and oversight of risks, with clearly defined risk ownership and a process for escalation in line with policy.

Principal Risks and Uncertainties

Risk	Principal Risk Controls
<p>1. Financial Sustainability – Pieta relies on fundraising to fund the services that it provides. Reliance on this source of income comes with inherent uncertainties and restrictions. Pieta is subject to a competitive fundraising market and that can be impacted by inflation, public sentiment, and other socio-economic factors.</p>	<ul style="list-style-type: none"> ➤ Development of a fundraising strategy ➤ An experienced and innovative fundraising team ➤ A goal to diversify sources of fundraising income ➤ Pieta advocating for enhanced government funding to provide the essential services that Pieta provides.
<p>2. Quality of service – Risk that the services that we provide do not meet the expectations of our clients or are not considered best in class, potentially negatively impacting clients and impacting on their safety.</p>	<ul style="list-style-type: none"> ➤ Client feedback is key to how Pieta tailors its services to the needs of our clients. This feedback is received and acted on through various channels such as: <ul style="list-style-type: none"> - An ongoing client satisfaction survey - A complaints and compliments process ➤ Pieta also measures the quality of its services against National Office for Suicide Prevention (NOSP) standards using external objective subject matter expertise.
<p>3. Cyber security / information governance – Pieta has a regulatory and moral responsibility for the data safety of our staff, clients, volunteers and donors. This responsibility is maintained in the context of an ever increasing risk environment at a time when Pieta is more and more reliant on ICT systems to provide its IT services.</p>	<ul style="list-style-type: none"> ➤ Pieta runs an ongoing cyber security awareness programme for all staff ➤ Pieta monitors its cyber risk preparedness with best-in-class tools ➤ Periodic review by Internal Audit.
<p>4. Risk that Pieta's ability to provide services is exceeded by the national need for the services that Pieta provides.</p>	<ul style="list-style-type: none"> ➤ Ongoing fundraising campaigns to maintain and enhance services ➤ Ongoing recruitment and retention campaigns ➤ Constant monitoring and management of service provision metrics such as waiting lists.
<p>5. Safety of our staff – as an employer Pieta has a responsibility to keep our staff safe and to support their wellbeing.</p>	<ul style="list-style-type: none"> ➤ A health and safety management system is operated, guided by the Pieta Safety Statement ➤ Pieta operates various health and well-being initiatives such as the Employee Assistance Programme (EAP).
<p>6. Financial stewardship – Pieta receives most of its funding through the generosity of donations from the public. As with all charitable organisations, Pieta has a duty to maximise the impact of this funding through service provision. Pieta also has a duty to prevent fraud.</p>	<ul style="list-style-type: none"> ➤ Internal auditors operating a risk-based audit programme overseen by Pieta's board ➤ International reputable external auditors. ➤ A Risk, Audit and Finance board subcommittee tasked to oversee the risk of fraud ➤ Pieta operates various systems to identify and prevent fraud such as financial reconciliation, protected disclosure policy, fund raising checks and balances.

Our Strategy, Future Plans and Challenges



2022 saw Pieta at year four of a five-year Strategic Plan. Pieta; Investing in Hope: Strategic Plan 2019–2023.

The plan was built around six objectives supported by four strategic enablers.

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.
- 2. Improved Outcomes:** We will constantly improve the outcomes we achieve for our clients.
- 3. Multiple Channels:** We will innovate in order to be able to deliver our services to more people over multiple channels.
- 4. Advocacy:** We will become the most respected advocate and trusted voice in Ireland on the issues of suicide and self-harm.
- 5. Recognition and Trust:** Pieta will be increasingly recognised and trusted, not only as the leading suicide and self-harm service provider but as Ireland's most valued charity.
- 6. Financially Sound:** We will grow our fundraising and we will seek to increase our state funding.

Strategic Enablers:

- 1. Sector Leading Governance:** We will strive to become an exemplar of good governance in the charity sector.
- 2. Technology and Information:** We will invest in technology to enable us to

enhance our services and increasingly leverage the value of our data.

- 3. Organisation structure and capacity:** We will re-organise ourselves to ensure that we are best structured and organised to implement our strategy.
- 4. Staff Engagement and Development:** We will communicate openly and regularly with our staff and offer them career and professional development opportunities whenever we can.

Achievement Highlights:

Improved Access:

- ↳ We have established new services in Cavan, Monaghan, Ballina, Co. Mayo and Swords, Co. Dublin
- ↳ We have established phone and video therapy in addition to in-person therapy ensuring national access
- ↳ We have improved the pay and conditions for clinical staff with pay scales to encourage retention
- ↳ We have invested in reporting technology to allow easier access to waiting list data with real time and accurate information, and the establishment of the regional support co-ordinator team
- ↳ We have made additional investment in marketing and communications to oversee and build our social media footprint and to promote Pieta services.



We have established phone and video therapy in addition to in-person therapy ensuring national access.

Improved Outcomes:

- We collaborated with the HSE and the National Suicide Research Forum to undertake a review of the Suicide Bereavement Liaison Service
- We established a new client feedback tool, developed using technology, to ensure increased rate of response
- We invested in an internal research capability to support best practice and knowledge enhancement
- We partnered with UCD to conduct research into best practice approaches

Multiple Channels:

- Our Resilience Academy developed online content to deliver the programme to more schools and to enhance the programme for application within industry settings
- We increased the number of therapists on each helpline shift to answer more calls and texts from those in crisis
- We enhanced our resource utilisation by implementing a new national booking service with extended operating hours
- We enhanced our technology to support new phone and video channels for delivery of therapy remotely
- We trained staff in cyber and data protection risk and invested in IT skills to support staff as they use technology to deliver services to clients.

Advocacy:

- We partnered with UCD on two research projects focused on clients under the age of 18
- We met with key HSE leaders including, National Leads, Chief Officers and Heads of Mental Health services to advocate for suicide and self-harm services
- We engaged in sector wide relationship building across the NGO sector

- We invested in a public engagement team to increase awareness and understanding among policy makers and the public on issues relating to suicide and self-harm
- We recorded all relevant advocacy activity on the Lobbying.ie website
- We provided training to staff across our clinical team on media engagement and have taken up opportunities to speak to the media and in not-for-profit forums about Pieta services.

Recognition and Trust:

- We mapped all stakeholders and ensured we are communicating with them regularly. We meet quarterly with the National Office for Suicide Prevention
- We sought feedback from our clients on their experience of our services and how we can improve
- We engaged with and sought feedback from our volunteers and supporters on how we can improve their experience with us
- We met all our contractual obligations with the HSE and all other funding organisations
- We established a Directorate of Quality, Safety and Risk to ensure the creation of an infrastructure which will facilitate adherence to best practice quality, risk and safety standards across the organisation and to maintain consistently excellent standards as evidenced by audit results, client satisfaction and illustration of adherence to best practice standards
- We established in-house Town Hall meetings and managers' forums to enhance internal engagement.

Plans for the Future

With our current strategy at its end stage, we will now take the opportunity to focus on recreating and defining the next Strategic Plan, to build on the strengths of Pieta and maximise the growth and potential emerging from the previous strategy. Our plan will need to reflect changes in the external environment including policy changes, structural changes within the HSE, and developments in the fundraising landscape. Elements of the current plan are no longer relevant due to several factors including Covid-19, changes in senior management, changes at board level and changes in how clinical services are delivered.

In 2023, Pieta will continue to deliver services to those who need us, particularly in the aftermath of the restrictions for the prevention of Covid-19.

We will continue to improve the use of data to support service delivery, provide insight, and support more detailed state engagement. We are investing in resources to improve clinical governance, manage risk, and quality assure client services. We are investing in research and evaluation of existing services and the development of services aligned to changing client needs and stakeholder recommendations.

We will continue to develop and communicate the vision for quality enhancement, quality standards and client safety, targeting clinical and non-clinical risk management to foster a commitment to continuous quality improvement and innovation across Pieta.

All our therapists are professional and qualified with the relevant bodies. Going forward we will seek to enhance our training and engagement programmes to support our staff and ensure that our organisational capabilities are robust and aligned to our Strategic Plan. We have committed to developing and delivering training plans for all staff, particularly management at all levels, to develop capability and focus on continuous improvement of systems and processes.

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 communications capability to support the understanding and engagement of the Pieta team with our strategic objectives.

We will seek to build our connections and relationships in line with our values to drive recognition and trust in Pieta and, throughout 2023. 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.

We are deeply conscious that a nationwide community of volunteers give freely of their time and work tirelessly to support our mission. We are incredibly grateful for their dedication and professionalism.

We will endeavour to ensure that the involvement of clients, staff and volunteers is reflected in our 2023 strategic planning process.

Challenges

The two major challenges which will be faced by Pieta in 2023 are:

1. Sufficient funding to provide ongoing services
2. Staff recruitment and retention.

Income diversification is a key strategic goal of Pieta to reduce the over reliance on a small number of fundraising events. We have engaged with the HSE, both nationally and regionally, to work together to provide essential services and to implement national policy.

We will continue to benchmark salaries using sector specific comparators and national pay survey information to ensure that the remuneration and benefits of our staff are in line with others in our sector. We will continue to broaden the range of development opportunities at Pieta to facilitate career and personal development.



We are deeply conscious that a nationwide community of volunteers give freely of their time and work tirelessly to support our mission. We are incredibly grateful for their dedication and professionalism.



Supporter Story

Marie Sullivan lost her daughter, Arwen in April 2020 and started ShareJoy in her memory. This is her story in her own words about fundraising for Pieta:

We lost Arwen in April 2020 at the start of the Covid-19 pandemic. It was a very difficult time for us. We couldn't have a proper funeral or send-off for her and we only had a few people in the crematorium. That made it very hard. There was a real feeling of a lack of agency or control over the situation in the pandemic because we couldn't have a proper funeral. This added to our experience of grief.

The way I experienced my grief was on the "finding meaning" side of things. I wanted to give back and do something with my grief to support other people and to channel my grief into something positive.

So, I started to think of ways that I could give back. Initially, I was thinking I would start a foundation or something in Arwen's name.

Then the idea came to me to do something around fashion. Arwen loved fashion. She was very into her Kilo Sales and vintage shops and she had her own unique style. So, it felt natural to do something around fundraising that involved clothes.

This is how Sharejoy was set up by myself and my friends Maeve McMahon and Anne Marie Tomchak in January 2021. Anne Marie was brilliant. She had so many connections and she supported us with the launch of the pre-loved clothing brand!

Arwen is a name from Lord of the Rings and it means 'Star', so that's where the branding came in. Also, her favourite colour was purple, so that's where the purple heart came in. We use this to sign off all our messages. The purple heart is now

the emblem of ShareJoy and it is symbolic of courage.

For our launch, we recruited 20 Irish celebrity women to join us and support us with awareness for the brand. We worked with Depop to sell all the clothes and people could donate them there as well. It was brilliant to see so many Irish women coming together to support us.

We try to get a celebrity involved, once a month, to promote ShareJoy and donate clothing and help with the Instagram following.

In 2022, we had some amazing fundraising initiatives. At Christmas, we raffled a Ryan Tubridy jumper. I had been on his show a few months earlier, and he asked me if there was anything he could do to support Sharejoy. He then gave us his Toy Show jumper and we used that in the raffle. All the proceeds went to Pieta. Raffle tickets cost €12. This represents the cost of a qualified Pieta therapist answering one call on the Pieta 24-hour crisis helpline.

We also did a pop-up shop for Arwen in the Bernard Shaw for Arwen's 25th birthday. Everything cost €25 and all the proceeds went to Pieta. We raised an amazing €1,800.

Sharejoy has been incredible for me in my grief and for my son, Cian. This is Arwen's legacy and it is also our way of spending time with her and giving back to those who need it. I would almost go into her bedroom when I receive a new amazing piece of clothing, I know she would love and say: "Look what I got."





Sharejoy present Pieta with a cheque from one of their many successful fundraisers. Sharejoy was set up by Marie Sullivan to raise funds for Pieta's services. Pictured: Sinead Ronan Wells from Pieta with Cian Sullivan, Arwen's brother

I want to continuously experiment with ways we can fundraise for Pieta – we do loads of interesting things and we are open to ideas. In February 2023, we plan to do Valentine's cards in aid of Pieta. You can give them to your friends and partners. We want to celebrate friendship love, as well as partner love. I would be lost without the support of my friends who have helped me through my grief and helped me channel it into something positive.

We will be launching the sale of clothes on our ShareJoy website in 2023, so we won't have to go through DePop anymore and we will have control over sales. It's great!

Pieta was so good to us after Arwen passed. We would have been lost



I want to continuously experiment with ways we can fundraise for Pieta – we do loads of interesting things and we are open to ideas.

without Pieta. So, I want to channel my energy into giving back and helping others.

We have some real staple pieces like an Yves Saint Laurent bag, which we sold for €2,000 and a signed rugby jersey with Rob Kearney, as well.

Also, my friend ran the Dublin City Marathon for ShareJoy and Pieta in October.

We are continuously trying new things and developing new ways to raise money.

Overall, we have raised about €40k for Pieta since we launched in 2021. I'm very proud of that. It's amazing.

Supporting People in Crisis



Clinical team priorities in 2022

- Providing evidence-based interventions for clients presenting to Pieta
- Continuing to increase our accessibility to a wide range of clients by building relationships with key communities and stakeholders
- Improving access for our clients by investing in technology to ensure quality in the delivery of services
- Driving learning in the organisation, so that we are recognised internationally as a leading organisation in self-harm, suicide, and suicide bereavement intervention
- Continued emphasis on offering key support and psychoeducation to family members and guardians, enabling them to support their loved ones in crisis
- Raising awareness of Pieta's services.



Key achievements in 2022

- Working in line with public health guidelines, we remained open for face-to-face appointments and we also provided a virtual therapy service. This meant that we could provide a safe and therapeutic environment for both our clients and our therapists. It also allowed us to reach clients experiencing issues accessing our services, due to illness or the cessation of remote working for them.
- We provided ongoing professional development training opportunities across our clinical teams. This included Dialectical Behavioural Training for our therapy teams.
- We continued to expand our contribution to the knowledge and expertise base of practising therapists. In 2021, we developed a pre-accredited therapist division. Qualified therapists can now gain knowledge and experience working in suicide intervention and self-harm, using this resource.
- We increased the number of therapists working in our clinical teams in Galway, Tralee and the Northwest, to respond to the ongoing demand for our services.
- We increased the ratio of therapists working with children and adolescents, to meet the demand from this client group.
- Our clinical teams responded to requests for presentations and information seminars across community, educational and corporate settings.
- We maintained a nationwide service over the Christmas period, providing face-to-face, phone, and video therapeutic supports to people who needed our service.
- The Pieta Northwest team received an award from AmCham (American Chambers of Commerce), at the end of 2022. They were nominated by a client, who availed of their bereavement service.
- Pieta Northwest participated in the interagency support team set up after the Creeslough tragedy, to respond to emerging needs within that community.
- We completed the move from our Dublin North centre in Ballymun to the new centre in Swords in September. More therapists and hours were added, resulting in more clients being seen in this area. The Swords centre was officially opened at the end of October, with Charlie Bird, among others, addressing the assembled guests.



In 2021, we developed a pre-accredited therapist division. Qualified therapists can now gain knowledge and experience working in suicide intervention and self-harm, using this resource.

Hope Over Silence

Fundraising Director Nichola Mullen was joined by social media influencer Louise Cooney and rugby star Fergus McFadden to launch Pieta's Hope Over Silence Christmas Fundraising Campaign. The campaign launched in November and highlighted the importance of Pieta's services during the festive period. It was expected that 324 people would reach out to the Crisis Helpline on Christmas Day 2022.





324

324 people reach out to the Crisis Helpline on Christmas day.

Our Work and Impact



Our model: The Pieta Way

Our Pieta Suicide Intervention Model is a strengths-based, solution-focused approach, including elements of Cognitive Behavioural Therapy (CBT) and Dialectical Behaviour Therapy (DBT). CBT has been proven to reduce the tendency for suicide attempts, while DBT has been shown to have visible effects on self-harming behaviours.

This approach to our work supports therapists, giving them direction and structure on the therapy journey with people in crisis. Working with our clients in a professional and compassionate way is core to our working model.

We provide a one-to-one therapy service for adults, children and adolescents experiencing suicidal ideation, engaging in deliberate self-harm, or bereaved by suicide. All our therapists are fully qualified and trained in the delivery of the Pieta Way Therapy Model.

Pieta's three main pillars of practice are prevention, intervention, and postvention.

Prevention

Pieta's prevention services include The Resilience Academy and the Amber Flag initiative.

These are awareness driving initiatives to instil and empower young people with coping mechanisms to prevent them potentially experiencing suicidal or self-harm thoughts in the future.

Intervention

Pieta's intervention model is our suicidal ideation and self-harm counselling therapy.

Through up to twelve sessions of free counselling, our strengths-based, solution-focused method aims to nurture resilience and collaboratively develop effective coping strategies with our clients.

Postvention

Our Suicide Bereavement service is our postvention practice.

We provide free counselling, therapy and practical support to people who have been bereaved by suicide.



Our Helpline therapists are the holders of hope for callers in crisis and aim to move distressed callers from a place of crisis to a place of safety.

Covid-19 impact on our operations and services

As we emerged from Covid-19, there were still some challenges in 2022. While most people and services welcomed the removal of the restrictions, our clinical and client-facing services retained many precautions, in line with ongoing public advice for health and social care services. Counselling sessions continued to be available face-to-face, over the phone and/or via video sessions. To ensure continuity of care and to enable Pieta to reach clients who might not have been able to access a centre or a service, Pieta adopted a new approach of completing all related therapy services online, so that we could support the service and keep our staff and clients safe.

Pre-Accredited Division

The Pre-Accredited Division in Pieta was set up in January 2022. The purpose of this division is to support the recruitment of new therapists into Pieta. It gives pre-accredited – but fully qualified – therapists a paid opportunity to complete the clinical hours they require to become fully accredited.

Our pre-accredited therapists provide therapeutic support to people who are in suicidal or self-harm crisis, or are bereaved by suicide.

Up to November 2022 over 1,000 therapy sessions were provided by pre-accredited therapists and approximately 170 clients were supported. This was hugely beneficial in helping us to reduce our waiting lists.

Therapy services and 24-hour Crisis Helpline

The 24-hour Helpline is available for people throughout Ireland who need immediate support at a time of suicidal crisis. In 2022, the team received over 99,000 calls and texts from people in crisis.

The Pieta Crisis Helpline offers crisis intervention support to anyone experiencing suicidal ideation, engaging in self-harm, or bereaved through suicide.

The Crisis Helpline is operated by qualified and experienced therapists, supporting service users through phone and text-based intervention with warmth, compassion and hope. Our Helpline therapists are the holders of hope for callers in crisis and aim to move distressed callers from a place of crisis to a place of safety. The service is available 24 hours a day, 365 days a year and is accessible from anywhere in the country. This ensures that anyone in crisis, including people in isolated areas or difficult circumstances can have access to free therapeutic supports, at any time of the day or night.

The Crisis Helpline, as a fully remote service, employs therapists from across Ireland in permanent roles. This means that we have a diverse and experienced team of qualified therapists. To support the development of strong working relationships in this remote team, the Crisis Helpline team held an in-person, team-building day in Athlone in September. Helpline therapists came together to meet their colleagues in-person, with a view to building relationships and benefiting from shared learning and peer support.

Client evaluation feedback from Helpline callers



The helpline saved my life.



It was my first time ever calling a crisis helpline and I was really distressed. The person I spoke to was so much more helpful and supportive than I ever would have expected.



The person I contacted offered to have a phone call rather than remaining on SMS. I preferred this as I got to speak to a person.



She was professional and empathetic and I didn't feel judged and she took me seriously.



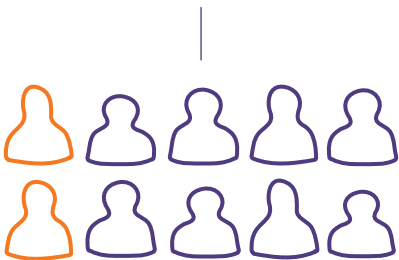
I felt like there was no hope, no end to the pain. I was all over the place. She grounded me. She gave me hope.



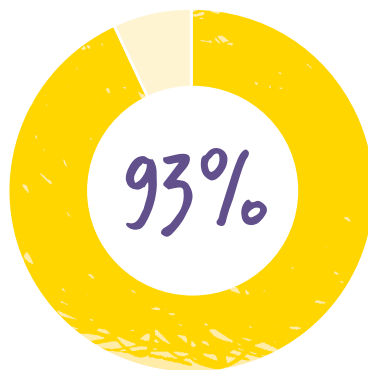
Extremely generous with time spent with us, very caring, professional and supportive.

Client evaluation re Therapy Services line Q2

8 in 10



People got through easily when they first phoned.



Found the person who answered their call to be extremely helpful or very helpful.

Therapy Services Line

Our team of trained and experienced Regional Support Coordinators (RSCs) ensures that all clients are provided with a professional and efficient service, by supporting them in accessing our services and throughout their clinical journey.

The team continued to deliver an efficient and client-centered service, while working remotely. It was important that our staff could work comfortably and safely in their home-working environment. We undertook a consultation process, with health and safety risk assessments of workstations. Staff were provided with all the necessary equipment, to meet their individual needs, for example appropriate desks, chairs, keyboards etc.

Virtual Therapy

Virtual therapy supports our clinical strategy and our wider strategy of making our services available to everyone who needs them, and reaching those who are hardest to reach. It means that we can provide treatment for people who are geographically remote or distant from services or urban centres. It offers flexibility for people who can't make in-person appointments; and affords increased confidentiality for people who need it. The role of the virtual team is to provide a caring and compassionate service to

clients, as young as thirteen, who like the flexibility and convenience of phone or video therapy. The team are available from 9 am to 9 pm during the week and on Saturdays between 9 am and 2 pm. Again, this demonstrates their flexibility in meeting the needs of clients.

Suicide Bereavement Liaison Service

In 2022, the Suicide Bereavement Liaison Service continued to provide a prompt and proactive response to suicides in the community. As counsellors and psychologists, the Suicide Bereavement Liaison Officers (SBLOs) offered practical, emotional, and psychological support to bereaved individuals and families. Due to Covid-19 restrictions, for the first three months of the year, it was difficult to see families face-to-face. This meant that most of the bereavement support was offered over the phone or online. It also meant that support hours could be increased, due to less travel during this period. Our SBLOs were able to offer up to ten support sessions - and more, if needed. When our support sessions were completed, the SBLOs advised the people who were bereaved of other services that were available, for example, bereavement counselling.



70,234

The total number of calls for our Therapy Services (inbound & outbound) was 70,234.

36%

Over 36% of clients presenting to Pieta were under 18.

69%

of clients presenting to Pieta were aged between 12 and 35.



From the second quarter of the year the SBLOs resumed face-to-face support in the community. As well as bereavement support, the SBLOs were in a position, again, to offer additional support such as supporting families throughout an inquest. This entailed the HSE Resource Officer and the SBLO planning a 'Community Response' when a suicide occurred in a community. Additionally, SBLOs responded to businesses, universities, and organisations in the same manner.

SBLOs were also asked to offer psychoeducation to communities and to advise people what to expect in the aftermath of a suicide in the community. The SBLO team currently provides information and training to An Garda Síochána Family Liaison Officer trainees in Templemore Training Centre, in an effort to increase awareness of our services and our availability for bereaved communities. In 2022, the SBLO team worked with 670 individual households across Ireland and supported 30 communities in the aftermath of suicide losses.

The SBLO team became paperless in 2022. All our files are now online. This enables more oversight, transparency, and quality of care. Our Donegal team received an award for excellence in quality care in 2022.

Members of our SBLO team participate in interagency committees, around the country, striving to improve the services for people who are bereaved by suicide, through building and strengthening relationships and sharing information.

Clinical Programme Office

The Clinical Programme Office was established to support Pieta's clinical operations. This office is supported by data analysts, a project officer, a research function and an evaluation team, together with the Education and Training Department. The primary objective of this project is to improve client processes, waiting times and experiences. With this focus, Pieta clinical teams took part in Yellow Belt Sigma Six initiatives with Lean Ireland in 2022. This involved four key clinical improvement projects:



The Pieta Research and Evaluation team aims to ensure that Pieta's work is evidence-based and informed by lived experience and current best practice.

- A review of assessment documentation and training, which resulted in a redesign of our assessment documentation; piloting; training; evaluation and audit procedures
- Changes to our website to help people trying to find the most efficient way to seek help. This reduced the number of calls to inappropriate numbers, improved communication with our clients and reduced the levels of anxiety experienced by people waiting for calls to be answered
- A review of the waiting times for Lead Therapist (LT) pre-assessment, which resulted in new procedures being developed, with training for Lead Therapists on our new procedures manual and guidance documents
- A review of clinical documentation to ensure a standardised approach to record keeping, along with the recruitment and training of extra administration staff.

All of these changes in the work of our Clinical Programme Office put the client at the front and centre of our work.

Research and Evaluation

The Pieta Research and Evaluation team aims to ensure that Pieta's work is evidence-based and informed by lived experience and current best practice. The team has three primary work strands: engaging with clients and other key stakeholders to inform quality and service improvement; building the research capacity of the organisation; and engaging in research aimed at enhancing the services and supports available to people impacted by suicide and self-harm.

Here are some 2022 highlights from these work strands:

Learning from lived experience and listening to the views and experiences of our clients is very important to Pieta. Feedback from our clients is central to developing and improving our services. In 2021, the Research and Evaluation Team developed a new post-treatment client feedback process. This process was piloted throughout 2022 and resulted in several significant benefits. Survey response rates increased from 6% in 2019 to 17% in 2022. The new feedback process also resulted in considerable savings, in terms of both postage costs and staff time. Over 600 clients provided feedback in 2022 and findings were very positive.

Building Our Research Capacity

Goal 7 of Ireland's national strategy for reducing suicide, Connecting for Life, highlights the need for better research and data. For this reason, Pieta has been working to identify and put in place the resources, policies and procedures needed to increase the research capacity of the organisation. The key steps taken this year include (but are not limited to) engaging the services of a new online survey platform, getting access to the EBSCO academic literature database, and collating the confidentiality and research consent forms to reduce the burden on clients and increase research consent rates. Building the research capacity of the organisation will remain a priority in 2023 and beyond.

Conducting Research

In 2022, Pieta worked with staff members and researchers from academic institutions, to conduct or support several research projects. A highlight of this work was Pieta's collaboration with researchers from the Youth Mental Health Lab in University College Dublin (UCD) on a project funded by the National Office for Suicide Prevention (NOSP). This project aimed to explore the information and support needs of parents/carers of adolescents who self-harm and to gather data on parental preferences for accessing this information (for example, online, via SMS message, leaflets).

The project identified key immediate and ongoing information needs and demonstrated the considerable agreement between parents, carers and professionals in relation to information needs.

Findings indicated the importance of providing parents with information, not just on self-harm and how to manage it, but also on the implications of self-harm for other members of the family. Findings also highlighted a considerable gap between the information currently available on websites and the information needed by parents. This project has resulted in further collaboration with academic partners. Working together, Pieta's research team and researchers in UCD and Maynooth University successfully tendered for a NOSP-funded project to co-design a suite of information resources for parents and carers of young people who self-harm. Not only will this be beneficial for Pieta's work with parents and carers of young people who self-harm - it will also build on relationships being developed with the NOSP and academic partners. It affords Pieta the opportunity to make a significant contribution to resources that could help people engaged with our services and the parents and carers of young people who self-harm.

Education and Training Overview

In 2022, we continued to provide services under Pieta's Prevention Pillar, through the Resilience Academy and the Amber Flag initiative.

We also redesigned and redeveloped the Education and Training Department to deliver programmes that are aligned to Pieta's vision and mission to tackle suicide and self-harm.

A key part of our work since restructuring has been stakeholder engagement. Surveys were distributed nationally to secondary school staff and parents, to determine their education and training needs around the topics of suicide and self-harm.

During the year several new connections were established with other organisations involved in suicide and self-harm education and training. Some of these include the National Office for Suicide Prevention, the National Educational Psychological Service, the Family Resource Centre Mental Health Promotion Project, Parentline, Parents Plus, the Institute of Guidance Counsellors and the National Parents Council.

While ensuring that the Resilience Academy and the Amber Flag initiative continued, the Education and Training team were busy in 2022 exploring new ways of developing and delivering preventative education to a variety of new learners and to those most at risk of suicide and self-harm.



Excellent flag and achievement for any school and look forward to building on it in the years to come



A great experience from start to finish and I think the whole school community really learned about the importance of looking after our mental health and wellbeing from the different events we participated in throughout the year.



Thank you for giving schools the opportunity to be involved in this initiative. It gives students the chance to make a difference within their school communities and is greatly appreciated by us all. Everything we have learned will remain with us and we know how to promote mental health to the best standard. Thank you!



Very useful to commit to this work to help everyone and their families, or wider community



Partaking in the committee was a great opportunity to increase confidence, self-view, public speaking, and knowledge of mental health and surrounding issues.

Resilience Academy

The Resilience Academy is Pieta's prevention service for young people in secondary school and is aimed at equipping the students with emotional resilience tools and knowledge, such as coping skills, problem-solving, decision-making, and cognitive skills.

The Resilience Academy offers two digital, teacher-led programmes:

- A four-week Road to Resilience programme for all Junior Cycle groups
- A 'Building Resilience' introductory session for all year groups.

Secondary school teachers, supported by a designated Pieta Resilience Academy Facilitator, deliver the programme to their classes. The accompanying workbooks enable the students to interact with the programme by completing the planned activities.

Amber Flag

The Amber Flag initiative is a key element of Pieta's Preventative Pillar. The overall vision of the Amber Flag initiative is to promote positive mental health and wellbeing in communities, through shared participation, knowledge, and empowerment.

Samples of Teacher Feedback on the Road to Resilience Programme



The activities included were very enjoyable and thought provoking for the students. Thanks.



[I was] struck by the use of language students could understand.



The content was very good, laid out very well, easy to understand.

Samples of Student Feedback on the Road to Resilience Programme



This was a great programme and I'm so grateful for this organisation.



(I liked) the fact that it was to help us.



I liked that it [Road to Resilience Programme] made you think about coping/relaxation methods.

The Amber Flag initiative recognises the efforts of various schools and organisations around the country to create healthy and inclusive environments that support mental wellbeing. It unites schools, clubs, and organisations in their efforts to work together towards a happier, healthier Ireland and helps to eradicate the stigma associated with mental health issues.

In June 2022, 956 Amber Flags were awarded throughout the country. Of these, 588 were Amber Flag renewals. This represented a 90% increase in the total number of flags awarded. At the time of registration there were 172,035 students, staff, volunteers, members, and service users participating in the Amber Flag initiative.

Flags Awarded 2022:

Category	Number
Primary - New	272
Secondary - New	71
Other (Youthreach, clubs, learning centres, special schools) - New	25
Primary - Renewal	116
Secondary - Renewal	464
Other - Renewal	8
Total	956



956

Flags Awarded
in 2022

Volunteer Story - Jenny

How long have you been involved with Darkness Into Light (DIL)?

I became Chairperson for Edenderry DIL for our first walk in 2016.

What is your involvement in DIL?

I have been Chairperson for eight years. We have a very small committee of just four, who have been with me from the start.

What was your motivation for getting involved?

I was really impressed with the service Pieta had to offer, and had been fundraising for a number of years before becoming involved with DIL.

Knowing that the work we do is helping people and saving lives is my reasoning.

What is it like before the event?

With prep. work starting in January, it's a really busy time, with so much to do. We're like a well-oiled machine now, with committee members having their own roles, in bringing DIL to Edenderry and making it a memorable and safe event for all participants.

How you feel during the event?

We never get to do the walk here in town, as there is so much to do. But being there on the night and watching the walk head out is amazing. It's a very moving experience, very powerful, being aware of all the venues and the thousands of participants, worldwide, walking in hope.

How do you feel after the event?

Tired and exhausted! Exhilarated and emotional. Proud and relieved, all rolled into one.

How would you describe the event to someone who has never taken part?

There are no words! I still get goosebumps trying to describe this. It's part of a movement. There's a huge sense of belonging, hope and unity.

What is the most important part of DIL for you?

For me, as Chairperson, there is an amazing sense of achievement, followed by relief, that everything went smoothly. Then the exhilaration on the participants' faces when we welcome them back over the finish line, the cuppa tea, photographs and the community/town spirit

What have you noticed in people attending over the years?

Overall, seeing the same faces, the same families. Knowing this is for them, as they lost loved ones to suicide. Again, just this overwhelming feeling of support and unity.

What would you say to someone to encourage them to take part?

For eight years, I have had this conversation multiple times. Just turn up if you can't walk 5k. Sit in your car and watch, stay for a cup of tea. Usually, the conversation goes something like: "I can't explain, you just have to be there." And it works every time!



Staff stories

Declan Cawley,
Lead Therapist
Virtual Team

Declan joined Pieta in September 2020. He initially worked as a counsellor on our 24-hour Crisis Helpline, before being promoted to the role of Helpline Coordinator in March 2021. Declan moved on from the Helpline in January 2022 to take on the role of Lead Therapist for the Virtual Team, overseeing our remote therapy offerings. During that time, Declan provided Lead Therapist support to our Ballyfermot team. Before qualifying as a psychotherapist in June 2018, Declan held numerous roles in the financial services sector.

What made you want to work with Pieta and to move roles?

For me, it has been a great privilege to get the opportunity to work with Pieta. I feel that Pieta has a fantastic reputation throughout Ireland and abroad. It provides an amazing free therapeutic service, with all qualified therapists. In relation to my own journey with Pieta, I have gained a wealth of experience from managing the 24/7 Crisis Helpline, to the Ballyfermot Pieta Centre and, now, the virtual team. Each step has taught me so much, on a professional and personal level. I also get to work on a daily basis with some amazing therapists and people, so no two days are the same.



One of the things I enjoy about my role as a Lead Therapist is that no day is the same.

What does your day-to-day role consist of?

One of the things I enjoy about my role as a Lead Therapist is that no day is the same. It can be a mixture of clinical case management meetings, linking in with therapists on my team, managing the daily running of the team of 16 virtual therapists and working on the virtual team development project. I love this variety, as it always keeps me focused on the needs of our clients and my team. Currently, Pieta is looking to develop virtual therapy, as there is data clearly showing a demand for this type of service. This is a large undertaking for Pieta and I am leading this project. This will support Pieta's strategy and clinical strategy to ensure freely accessible services for everyone and to reach those who are hardest to reach. The virtual provision of suicidal intervention therapy; bereaved-by-suicide therapy; key support; holdovers; and assessments allows Pieta to provide treatment to those who are geographically remote or distant from services or urban centres; offers flexibility to those who can't make in-person appointments; and can afford increased confidentiality for those who desire it.

What is your most memorable moment with Pieta?

For me, there have been two memorable moments. The first one was answering my first call on the 24-hr Crisis Helpline when I started working with Pieta back in September 2020. To have that privilege to listen and support someone in crisis will always stay with me. The point of that first

call that I will always remember was the caller saying, "thank you for listening, you don't know how much that means to me".

The second moment was getting my current role as the Lead Therapist of the virtual team. It has been fantastic to manage this great team of qualified therapists, who all work remotely and lead and manage the project of developing virtual therapy in Pieta, so that it can become a mainstream service.

What would you say to someone who doesn't fully understand what Pieta does and how important the service is in Ireland?

I would advise them to have a look at our social media platforms and our website. We offer so much as a charity: suicidal intervention therapy; bereaved-by-suicide therapy; key person support to parents; holdovers; assessments; a 24-hour Crisis Helpline; and information workshops for primary and secondary schools. The amazing thing about all this is that it is all free to the public. An example would be that during the period between the start of January in 2021 and the end of December in 2022, Pieta provided over 63,000 free phone or video therapy hours with qualified therapists. This, I feel is amazing, given that Pieta has only commenced virtual therapy because of the recent pandemic.

Our People and Our Culture



An evolving team

Pieta is a people-centred organisation. Making sure that we have the right people in the right place, at the right time is a priority for us. In May 2022, we were delighted to welcome our new CEO, Stephanie Manahan. Stephanie is passionate about the mission of Pieta and focused on building a strong and engaged culture, to support the critical work we do.

During 2022, we continued to recruit for key posts to strengthen our skills mix, across the Pieta team. We welcomed many new people to our clinical, fundraising and support functions.

Developing and strengthening the organisation was a priority for us. Our HR team worked closely with our hiring managers to welcome more than a hundred new employees.

Clinical Services and Support

In 2022, we were delighted to successfully recruit new team members, who could respond to our clients' needs. We focused particularly on people who specialise in working with children and adolescents.

We improved the scheduling processes for our clients by appointing Centre Administrators across our centres, nationwide and Regional Support Coordinators (RSCs) who now work with our National Therapy Services team. This is part of our drive to support clinical services and enhance our clients' experiences.

At the end of 2022 staff numbers had reached almost 300. Further details can be found in our Financial statement within this report.

Consultation and Engagement – Operating in a post-covid Environment

As the Covid-19 restrictions came to an end in January we saw the country opening up fully and we moved forward with some new developments and opportunities.

We explored new ways of working, learning from how society managed to stay connected during the pandemic. New hybrid and remote working models brought opportunities to enhance working conditions and, crucially, to support our clients and our services.

Helpline

During the Covid-19 pandemic, our 24-hour Crisis Helpline team quickly transitioned to remote working. We learned that the service could operate successfully on a remote basis, without any impact on the quality of our services. This approach brought many benefits for our staff. Our HR team worked closely with Helpline management on both a group and an individual basis. They listened to their experiences, in order to assess risk, to respond to health and safety needs and ensure that each member of the team has a comfortable and safe space to work. It was agreed that from February 2022 onwards our 24-hour Crisis Helpline would operate remotely on a permanent basis.

Fundraiser Story

Pieta Supporter, Conor O’Keeffe on his 32 Marathon Challenge

An avid support of Pieta and a mental health advocate, Conor is an ultra-runner who has become known for his openness to speak about his own mental health struggles.

How did you become aware of Pieta?

I became aware of Pieta after a friend of mine told me he had used the service and he wanted to raise some funds for them.

How long have you been a supporter of Pieta?

I’ve been a supporter of Pieta since 2019 when I ran a 200-mile race raising €5,000.

Can you tell us about how you raised funds for Pieta?

I raised funds by running 32 marathons in 32 days in the 32 counties of Ireland carrying 32 pounds in a weighted vest.



What was your motivation behind fundraising?

My motivation behind fundraising was to create awareness around the service Pieta provides and to meet and engage with as many people as possible.

What is the most important element of fundraising for you?

The most important element is creating awareness around the fundraiser, and I find that the best way to do that is to link in with media outlets and to use signage to identify and promote the fundraiser.

What is the most rewarding part of fundraising?

The most rewarding part of fundraising is being able to meet so many amazing people along the way, to hear their stories and to be encouraged to keep moving forward with the fundraiser.

National Therapy Services Team

In line with public health advice and in order to keep our people and clients safe in the midst of the Covid-19 pandemic, our team of Regional Support Coordinators (RSCs) moved to remote working, on a temporary basis in 2020. Working closely with clinical services they successfully managed our waiting lists and allocations. In the summer of 2022, our HR team explored the possibility of extending this remote working model, in collaboration with therapy services management. HR consulted with our RSCs on a group and individual basis, listened to their feedback and responded to health and safety needs. From December 2022, permanent remote and hybrid work arrangements were agreed with the team.

Virtual Team

During the Covid-19 pandemic, we were able to provide services for people who could not access our services before using phone and video therapy. To grow this offering, and to respond to our therapists who were interested in remote working, the HR team worked with clinical management to explore possibilities for remote working in a post-Covid-19 environment. Consultation began with clinical staff across Pieta in October 2022, and therapists were invited to apply for additional employed roles on the virtual team. HR supported the coordination of the recruitment process and interviews were completed in December 2022. It is expected that additional employed roles on the virtual team will become available during 2023.

Education and Training

In line with our strategic objectives, HR supported an extensive consultation process with the Resilience Academy during 2022. The Resilience Academy offers programmes for secondary school students, aimed at equipping them with emotional resilience tools. The consultation process resulted in a reorganisation of the work and the formation of our Education & Training Department.

With the aim of developing new content and broadening our target audience, new and existing staff were appointed to a variety of new roles. HR worked closely with clinical programme management to effectively communicate and manage the change and supported staff through the transition period. This process was completed in July 2022.

Generating Funds to Support our Free Services

Our Fundraising team underwent a significant re-organisation during 2022. The community-based fundraising team was re-structured and we expanded our numbers and reach across the entire team with new roles in Marketing, Digital and other related disciplines. The team welcomed 15 new members across all functions.

Investing in our people

We place significant value in the professional development of our people and teams. During 2022, through a charities partnership with the Irish Management Institute (IMI), 12 staff availed of Level 9 Post-Graduate Diplomas in areas such as coaching, management and leadership in the Irish Management Institute (IMI). Forty additional staff participated in short management programmes. We are hugely grateful to the IMI for their generosity in facilitating Pieta staff training and education.

We facilitated the continued professional development (CPD) of staff through our bursary scheme. Five staff received financial support to pursue third level study in areas such as Loss & Bereavement, Child & Adolescent Psychotherapy, Counselling & Psychotherapy and Clinical Supervision. The bursary scheme complements our existing range of supports for learning and development, including an annual CPD allowance, CPD days and paid study leave.

Additionally, a number of in-house workshops were delivered in areas such as Resilience at Work, Time Management with Outlook and Boundaries & Communication. Diversity & Inclusion and Cybersecurity training continue on an ongoing basis.

Policy Review and Development

The HR team commenced a project in 2022, to review all our HR policies and procedures, to ensure compliance with evolving employment legislation and best practice. New policies were developed on the Right to Disconnect, Remote Working, and our Code of Conduct. Our existing policies for Absence Management, Dignity at Work and Grievances were updated. This work is continuing into 2023, with a re-launch of our Employee Handbook and briefing sessions planned to commence before the end of Q1.

Community Support and Engagement



Helping to build a world where suicide,
self-harm and stigma are replaced by
hope, self-care and acceptance

Our Volunteers and Community Advocacy



Over 80% of Pieta funding comes from public fundraising and we are always very grateful for the extraordinary network of Pieta volunteers across the country. Their selfless support is a key element of what makes our organisation so special. Darkness Into Light is our flagship event and every January an army of volunteers begin the planning of their own local walks for the coming May. Planning the route, engaging with local authorities, putting up signage and promoting the event in their local community all takes a lot of resources and local people give of their time to ensure each local walk is a success.

We are, however, dependent on our volunteers throughout the year and not just at the time of Darkness Into Light. Our Christmas appeal, our Facebook Challenges and, in 2022, the Climb with Charlie events as well as a myriad of other events would not have been the success they were without the active involvement of thousands of people nationally.

Our Volunteer Engagement team actively supports these volunteers by providing, for example, communications material, advice on organising events and, at the time of Darkness Into Light, formal training on maximising the value of Social Media. We also know that many individuals fundraise for Pieta in their own way such as running marathons on behalf of Pieta, organising coffee mornings, sea swims, cake sales etc. to raise the funds which are essential to maintaining our free counselling delivered by professional, qualified therapists.

We thank all of our many, many volunteers for their support in 2022. We never take this support for granted and we always look to ensure that we return their investment by helping their local communities through our free services – delivering those services over

the phone, over video and in-person across our 20 locations nationwide.

At Pieta, we know that by working with others we can make the most impact in turning the tide on suicide and self-harm. This is why we place such emphasis on advocacy and working with others.

We work closely with our colleagues in both the statutory services and the community and voluntary sector to provide collaborative and integrated services, to meet the needs of our clients. This approach follows the central principle of Sláintecare and Sharing the Vision that “no single service can cater for the diverse needs of a person with mental health difficulties”. We work in a number of different ways to achieve the goal of more accessible and integrated services.

At national level, we take up a role in advocating for the full and urgent implementation of key government policies, particularly Sláintecare, Sharing the Vision and Connecting for Life. To do this, we undertake extensive engagement with members of the government and government departments and with statutory agencies such as the HSE and Tusla. In addition, we monitor and engage with key policy fora including the National Implementation and Monitoring Committee for Sharing the Vision and the Cross-Sectoral Group supporting the implementation of Connecting for Life.

We also engage proactively at local level to ensure that we are well embedded within the communities we serve and that we can leverage the support and strength of local stakeholders. This involves extensive engagement with all nine HSE management teams, Resource Officers for



Over 80% of Pieta funding comes from donations and we are always very grateful for the extraordinary network of Pieta volunteers across the country.

Suicide Prevention, local Connecting for Life steering groups, local politicians and other key stakeholders. The work achieved over the course of 2022 reflects this broad approach.

Connecting for Life has identified certain groups as being particularly at risk of suicide. In 2022, our Advocacy and Engagement team focused on working with other statutory and community and voluntary sector agencies and organisations to achieve optimal outcomes for these groups of people. For example, we attended the National Traveller Mental Health Conference, sought additional resourcing for the delivery of therapy to individuals who are LGBTQ+ and took part in the Mental Health Reform Children and

Young People's Mental Health Coalition. We look forward to continuing this work in 2023.

National Advocacy and Engagement

HSE

We are very grateful for the continued support and engagement we received from various national stakeholders in 2022. In particular, we'd like to thank the HSE National Office for Suicide Prevention (NOSP), which provides Pieta with funding towards the delivery of our clinical services and with which Pieta has a close working relationship. Pieta met with the NOSP in every quarter in 2022, to update them

on our work. We meet with the HSE and other agencies working in mental health every month, to share information and developments in the sector and to support synergy in the provision of suicide and self-harm services.

We engaged throughout the year with HSE Mental Health Operations, to ensure effective delivery of our services and alignment with statutory services.

Pieta undertook extensive engagement with Community Health Organisation (CHO) management teams across Ireland in 2022. We were grateful for the opportunity to meet with the Chief Officers and Management Teams of CHO4, CHO5, CHO8 and CHO9. We look forward to meeting with CHO1, CHO2, CHO3, CHO6 and CHO7 in 2023.

We supported our clinical colleagues in their engagement with Resource Officers for Suicide Prevention (ROSPs) across Ireland. ROSPs are central to the implementation of Connecting for Life, both locally and nationally and our work is enriched by their efforts and leadership in local communities. We were pleased to present to the National ROSP forum in 2022 and to receive extensive support from all ROSPs throughout the course of the year for our engagement and advocacy work.

We welcomed and attended the launch of the National Clinical Programme for the Assessment and Management of Patients Presenting to Emergency Departments following self-harm. We subsequently met with the National Clinical Lead for the Clinical Care Programme, along with his team, to discuss how Pieta can continue to support the roll-out and implementation of the Clinical Care Programme across Ireland in the years ahead. This will be an important area of work in 2023.

Policy Fora

Our work is fundamental to the implementation of Connecting for Life (CfL), Ireland's national strategy to reduce suicide. We lead on the delivery of key actions critical to the achievement of this policy. As well as reporting to the HSE and to the government on our contribution to the implementation of this policy, we engage directly with the National Cross-Sectoral Steering and Implementation Group, which oversees its delivery. Pieta met with members

of the Steering and Implementation Group on three occasions in 2022.

This year we warmly welcomed and attended the launch of the National Implementation Plan for Sharing the Vision. We were pleased to subsequently engage on four occasions with two separate Sharing the Vision sub-groups – including the sub-group on Youth Transitions, which we hope to continue to support in 2023. We also engaged throughout the year with members of the National Implementation and Monitoring Committee, who oversee the policy.

Sectoral organisations

We continue to engage with organisations and professional bodies across Ireland to ensure the ongoing delivery of our services in a partnership model. Our colleagues have supported us by allowing us to reach more people through their ezines, newsletters and social media. We were pleased to publish promotional material in the ezine of the Irish College of General Practitioners in 2022. We would like to especially thank the following organisations for their engagement last year: the ICGP, the IFA, MyMind, Helplink, See Change, the Irish Farmers Association and the Association of Agency-Based Counselling and Psychotherapy in Ireland.

Political Engagement and Reporting

Pieta undertook extensive engagement within the Oireachtas to advocate for continued investment in Ireland's mental health services and the full implementation of government policy. We are particularly grateful for the continued support of the Minister for Mental Health and Older People, Mary Butler, TD and her office, with whom we engaged extensively throughout the year. We also engaged directly with 15 members of the Oireachtas over the course of 2022, as well as with MEP, Maria Walsh about her work on mental health and suicide prevention in the EU. Political engagement will continue to be a central part of the work of the Advocacy and Public Engagement team in 2023. We register all lobbying activities on the Lobby Register.

As part of the Darkness Into Light campaign, we wrote to several national political representatives and other public figures. We are very grateful to all those who gave their time to attend and support walks in their localities around the country and joined in

the fight against suicide and self-harm. We were grateful also to the President of Ireland, Michael D. Higgins who wrote to Pieta to lend his support and said "thanks to all of those who helped to bring about this annual and very inspiring event".

Local Advocacy and Engagement

Pieta received phenomenal support in local communities across Ireland this year. We are particularly grateful to our partners in the statutory sector, especially local HSE services, whom we work with in continued solidarity and to great effect and success.



Promoting Our Services and Raising Funds



Signs

We continue to support people who are concerned about a loved one and people who, themselves, may be at risk of self-harming or suicide through our Signs of Suicide campaign (SIGNS). The SIGNS campaign is aired in January/February and September/October – both periods when we see a seasonal increase in demand for our services.

Our premise is that knowing the signs to listen for and to watch out for could be the first major step in helping a loved one contemplating suicide. This year we partnered with Sam's Barbers in targeting a younger age group. Barbers are traditionally places where men are more relaxed and where conversation comes more easily – hence our featuring of the 'swapping the small talk for the big talk'. We were supported again this year by Aaron J and, in September, he shared the sofa with our CEO, Stephanie Manahan, as they were interviewed together by the team at Ireland AM about the campaign. Later, Aaron delivered an acoustic performance outside Sam's Barbers on Lad Lane Dublin – an event hosted by 'We are Dublin Town'. We are hugely grateful to all concerned for making the 2022 SIGNS campaigns so successful, but especially to Aaron J for fronting the campaign.

Impact

July saw the launch of our annual 'Impact' campaign, where we highlight the range and scale of the services provided by Pieta. The campaign features members of staff providing key statistics about the breadth of our services, including the number of counselling hours delivered and the number of individuals we support annually. The campaign aired on national and local media, as well as on our social platforms. Social media is a very important



Our premise is that knowing the signs to listen for and to watch out for could be the first major step in helping a loved one contemplating suicide.

channel for Pieta to reach its supporters and those in need of our services. Proactive management of our social community is critical. This is hardly surprising, given that the community consists of over 300,000 followers with 225,000 followers on Facebook alone. We use our channels to promote our services, promote the initiatives of our many supporters and to 'listen' to those who may be struggling and then direct them to our clinical team, as appropriate.

Fundraising Overview 2022

The community is at the heart of everything we do in Pieta. Pieta was created by the community, for the community and 80% of our funding comes from our generous supporters, nationwide.

Our highest priority is to ensure that we can continue to deliver our services to people who are in suicidal distress, engaging in self-harm, or bereaved by suicide. In order to do this, we need to raise enough money to support our work, on an ongoing basis. We are very grateful to our community of supporters for their generosity and support in 2022.

We invested in our fundraising team in 2022, so that we could nurture and support our fantastic community of supporters. We developed a range of new fundraising channels to enable us to effectively raise the funds to meet the growing need for our services, now and long into the future.

Highlights

- In 2022, we launched our new Direct Response TV (DRTV) advertising campaign, to help us to reach new donors. This powerful campaign has helped us to connect with thousands of new supporters around the country.
- We also launched our new newsletter, Inside Hope to keep our very generous community of donors up-to-date and informed on the difference their donations and contributions are making every day. We chose the word 'hope' for our newsletter, because it defines our approach and is at the heart of our work with people in distress.
- Our reformed community team supported nearly 1,000 passionate community fundraisers with their fundraising events. 2022 saw a wide range of events from cake sales, to marathons, to tractor runs. Each and every one of these initiatives is very much appreciated.
- We created a new Darkness into Light community support team to work alongside our 200 Darkness into Light committees, to ensure that this amazing group of volunteers gets the support they need to organise Darkness Into Light walks in their community.
- Our enhanced corporate team worked with over 60 corporate partners to fundraise and support Pieta.
- We also launched our first ever Christmas campaign, 'Candle of Hope' to provide much needed fundraising income during the busy Christmas period.
- Pieta is a vital service and we simply could not continue our life protecting work without the support of our community.

1,000

Community fundraisers were supported by our reformed community team.

200

Darkness into Light committees worked with our new Darkness into Light community support team.

60

Our enhanced corporate team worked with over 60 corporate partners to fundraise and support Pieta.

Signs

Our Signs campaign targets young people who are struggling with self-harm or thoughts of suicide and encourages them to reach out for help.

Pictured at the launch in September is Stephanie Manahan, Pieta CEO and Aaron J Hart, musician, and Sam Donnelly, owner of Sam's Barbers.



Almost

35%

of clients presenting to Pieta are between 18 and 35 years of age.





Babajide Oyewole, Education & Training Administrator

Babajide joined the Pieta team as a Centre Administrator in Galway in May 2022, before going on to successfully interview for the role of Education & Training Administrator at the end of 2022. Prior to joining Pieta, Babajide held a number of operations and administrative roles, while also completing a Masters degree in NUIG in 2021. When he is not working, you are likely to find Babajide debating, writing, travelling or enjoying a game of scrabble.

What made you want to work with Pieta and move roles in the organisation?

I chose to work with Pieta, because it allows me the rare opportunity to be involved in a life-saving job. Before starting with Pieta, I thought that this could only be possible, as a health care practitioner. But now I found a new dimension to life-saving at Pieta.

What does your day-to-day role consist of?

As a Centre Administrator, my day-to-day role involves processing and managing clients' data and welcoming them to the centre in a compassionate manner. In my new role, I am looking forward to getting involved in the administration of education and training programmes, especially in the area of research projects, which is one of my passions.



I chose to work with Pieta, because it allows me the rare opportunity to be involved in a life-saving job.

What is your most memorable moment with Pieta?

My most memorable moment working at Pieta was last December towards the Christmas period, when so many individuals and corporate bodies brought in gifts to the centre, in appreciation of the services Pieta had rendered to them, individually, or to their communities. I felt honoured to be part of the team that is accorded such noble recognition.

What would you say to someone who doesn't fully understand what Pieta does and how important the service is in Ireland?

I would say to those who do not understand the importance of what Pieta does to imagine an Ireland without Pieta and then seek to see the statistical data on the numbers of suicides that would have been completed within this period of time, as compared to when Pieta was operational.

What do you find is the best part of working with Pieta?

What I find most interesting about working with Pieta can best be described by the phrase "charity begins at home" and this is because there is so much love and compassion for each other among the staff, especially in Galway where I work. This makes it very easy to transfer such love and compassion to the clients, who are the focal point of why we come to work.

What has been the most impactful thing that you have been a part of, or experienced, while working with Pieta?

The most impactful thing that I have been part of is mapping out strategies to reduce the amount of paper that goes to waste on a weekly basis. Though I was informed that a fully digitalised process is in the pipeline, I find it important to suggest ways to cut this waste by at least 60%, even before the fully digitalised process takes effect.

Community Fundraising



Mick O'Regan Memorial Motorcycle Run

The 10th Annual Mick O'Regan Memorial Motorcycle Run took place in Buttevant, Co. Cork on August 6, when over 400 motorbikes gathered in beautiful sunshine on the streets of Buttevant, to raise funds for Pieta and to remember Mick.

The route saw the bikers cover over 150 km, via Mallow, Fermoy, Charleville and Kilmallock. The event was well supported by the communities along the way with catering and music. The local Gardaí, the fire service and the Red Cross all gave their time to support and to ensure the safety of the motorcyclists and communities involved.

The annual event was celebrated with an evening of appreciation and the organisers revealed that the amount raised for Pieta was €29,000. The Mick O'Regan Memorial Motorcycle Run has now raised over €190,000 to support Pieta's services nationwide. We thank everyone involved over the past ten years for this truly remarkable achievement.



Light Up the Night Tractor & Truck Run, Oylegate

Over the past five years the community of Oylegate, a small rural town in Co. Wexford, has supported Pieta, with their Annual Christmas Tractor Run. The event encourages people in the community with tractors and trucks to decorate their vehicles with lights, baubles or any Christmas decorations. On Saturday, December 3, 2022, over 300 vehicles drove from Oylegate village to Enniscorthy town and back again to Oylegate. There was incredible support from the local community, local businesses and the Gardaí. The event raised €16,000 for Pieta.

Vintage Club, Oylegate

The Oylegate Vintage Club has been supporting Pieta for the past five years, as their community understands the importance of Pieta's services, following their own loss. This event creates vital awareness around Pieta's services throughout Ireland, as well as raising much needed funds. We are so grateful to everyone involved in the 'Light up the Night' event which has raised over €56,000, to date.



ESB Swimming Club 24-hour Swim

From midday on December 23 to midday on December 24, the ESB swimming club completed a 24-hour swimming event that saw 117 swimmers cover a distance of 576km in Sportsco, Ringsend, Dublin 4. The competitive swimmers decided to take on this challenge to show their support for any members of the swimming community and beyond, affected by suicide.

At the end of a year that proved difficult for many people around the country, it was important for the club to raise awareness, as well as funds, at their event. The swimmers aimed to promote positive mental health among younger athletes and to help them to develop their resilience and communication skills and look after their own mental health. This fantastic event raised over €18,000 and opened up conversations around mental health and the work being done by Pieta.



Knocknarea 24-hour Challenge

Richard Kilfeather, David Foley and Mick Mercer, members of the Sligo Leitrim Mountain Rescue Team (SLMRT), organised the Knocknarea 24-hour Challenge to raise funds for Pieta and the Sligo Leitrim Mountain Rescue Team. The challenge

saw the three men complete the familiar Knocknarea loop as many times as possible in 24 hours. The men were cheered on by supporters and members of the SLMRT provided safety, as they walked the 6km Loop to the summit of Knocknarea mountain and Queen Maeve's Cairn.

The team successfully completed 18 laps of the loop and finished up on December 21, the morning of the winter solstice. The event raised over €10,000 which was split evenly between Pieta and the Sligo Leitrim Mountain Rescue Team.



Paris2Nice Charity Cycle

Paris2Nice is a unique non-competitive charity cycle that raises much needed funds for charities throughout Ireland. This is an extraordinary life-changing event for everyone who takes part. The trip starts off every September in the beautiful city of Paris and finishes on the iconic Promenade des Anglais in Nice. The cyclists cover just over 700 km in six days. All levels of ability are catered for and the participants range in age, fitness levels and cycling experience. They are supported with regular and gradual training by the Paris2Nice team.

Fundraising is an important aspect of the Paris2Nice experience. As well as paying for their own participation costs, all participants must raise a minimum of €3,000 for their chosen charity. Previous Paris2Nice participants have fundraised beyond their expectations. In the past ten years upwards of 400 amateur cyclists have raised over €4,500,000 for multiple charities.

Pieta was delighted to be chosen by our amazing supporters, Jamie O'Reilly, Andrew Fox, Lisa Goodman and Des O'Broin, who between them raised over €35,000 for Pieta.

Facebook challenges!

Facebook challenges are the perfect way for people who love a challenge to raise money for charity! In Pieta, Facebook fundraisers have become a fantastic way for this community of challenge lovers to support us.

Our committed community of Facebook fundraisers ran, walked and plunged into cold water in 2022 and raised a phenomenal €590k for Pieta.

What makes Facebook fundraising different?

What we see is that Facebook fundraisers, want to be part of an online community. They want to push themselves with a challenge. They want to help Pieta, but they want to do it at a time that suits them.



The community is at the heart of everything we do in Pieta. Pieta was created by the community, for the community and 80% of our funding comes from our generous supporters, nationwide.

Jog 28 Miles Facebook Challenge



Sarah Williamson McLernon – Boom!!! Day 28 and challenge done and dusted!! Absolutely delighted with myself for sticking with it. A huge thanks to everyone who sponsored me. Hopefully, we can make a difference together. So important for people to be there for each other and support each other on good and bad days. And remember that you are loved, you are important and you matter.

Rosaleen West – My last few days which brought me up to 2nd March, super proud as I only started on the 4th February. 28 miles jogged and beyond. Once again thanks to family and friends for the kind donations and the support of the Pieta group.



Linda Ward – The last day and the end of the challenge, but the beginning of a new journey. 93km done in total and €140 raised. I enjoyed every run and walk I've done for this beautiful cause.

Thank you so much to everyone who donated and supported me. Together we will make a change. Until next time.

Lorraine O'Sullivan – Well, ladies and gentlemen, my 28-Day Challenge is COMPLETE, I've walked 118.97KM (73.93Miles) raised €1,255 for Pieta House. I enjoyed every walk I did over the last month, Great to get out and clear the head for an hour!! Great Charity that will help loads of people who struggle Well done to everyone who took part #endingsuicidebeginninghope #David #pietahouse.



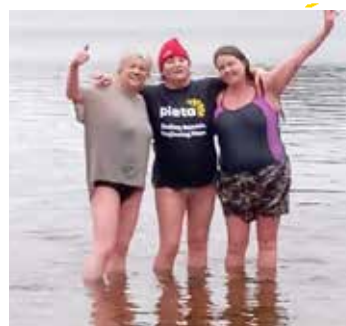
November Cold Water Challenge



Pat Byrne - Run 28 Done and Dusted. I must say I got great support all way through the challenge from everyone. I would just like to thank everyone who donated and anyone who still wants to donate can do it until 10th March. The link is up on my Facebook page and last of all congrats to everyone who did the Challenge. The money donated so far for my run for Pieta House is €4,121.



Janice Crausauz - Last day is windy, rainy!! It has been a challenge indeed, but we all have come out stronger. A new knowledge to hang onto as I move into my 75th year. Thank you to Pieta for all the good work you do.



Carmel Bourke - Bay watch in Pontoon Pieta. Ending Suicide. Beginning Hope Thanks to all you lunatics for coming out on my last day. Raised €1,756 Thanks so much to all who supported me and the addiction was so bad. Braved this morning with Pauline Doherty at 5 wohoooo.



Edwina Knight - All the lovely swims from November Cold Water Challenge ..what a great time we all had. Love and light to all you lovely people.



Patricia O'Flaherty - Although the November cold water challenge is over, I'm still swimming for Pieta, at Furbo beach, with the Sunday Furbo Sea Swimmers, so feel free to donate. It's Baltic!! and exhilarating at the same time.

Adam's* Story – Surviving Suicide

I remember writing a note for my mum to say goodbye. I wanted to tell her I was sorry. And that it wasn't her fault. I remember I left it beside the kettle before I left. That was just before I rang Pieta. That's how close I came. If I hadn't called the Pieta Crisis Helpline that night – if there wasn't a qualified therapist there to take that call – I wouldn't be here now. I really believe that.

I've been a Pieta supporter for years – ever since a friend of mine lost someone they loved to suicide. I never thought I would ever need Pieta. I never thought that I'd ever consider suicide. I never thought I'd end up clinging to that phone call, standing in the dark, crying my eyes out to a stranger on the phone. But suicide can affect anyone. I know that now.

I had a very ordinary life growing up. I had friends, I was happy and my family loved me. Then, when I moved away to college, I just started to lose contact with things. I didn't really make new friends. I thought things would get easier when I started working. But they didn't. I hated the job I had. It was really stressful. So, I moved back home for a while. That wasn't easy. And then Covid-19 happened. That made things worse. We were all stuck on top of each other. That's when I started to really struggle.

But everybody was going through the same. I knew loads of people who were in more stressful situations than I was. They seemed to be able to cope.

I started to wonder what was wrong with me. Things started to spiral. I had no idea what was happening to me or what I was supposed to do to stop it. And I was exhausted. And then the thought came into my head that I could end my life. It was just a thought. But it kept coming back. Then it got to the stage where it was the only thought in my head. That's what happened the night I called Pieta. I'll never forget the woman who answered. She was so calm. I said I didn't know why I had called. She asked me had I ever considered suicide and was I thinking about it in that moment. When she asked me that, I couldn't breathe. I just heard myself saying: "Yes." And then I started crying.

To hear myself saying those words out loud – to have someone else hear me say it and not talk to me like I was going mad – I can't tell you what a relief that was. It was like somebody had seen me for the first time. Like somebody actually understood. That phone call changed everything for me.

It's been a really difficult road. But I had an amazing Pieta therapist who worked with me for months afterwards. I learned really practical tools that you can use to help yourself cope and keep yourself safe.

*Adam's name was changed to protect his privacy.



pieta
Darkness
into
light

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light



Darkness Into Light 2022: A Reflection

Darkness Into Light 2022, proudly supported by Electric Ireland, took place on Saturday 7th May, with a return to physical events for the first time since 2019. Our staff, volunteer committees and supporters had been looking forward to meeting again in-person and being able to walk side by side once again with their communities. Over 115,000 people gathered in Ireland and across the world to show their support for those impacted by suicide and self-harm, and to raise funds for Pieta and our international partner charities.

I had taken on the role of National & International Campaign Manager in late 2021, but had never had the opportunity to attend a Darkness Into Light event. There were so many locations that looked amazing and I would love to have been able to visit all of them, but as I am based in Dublin I decided to go to the Phoenix Park, and experience the largest Darkness Into Light walk for myself.

It was a truly humbling experience. I remember looking back as we approached the end of the walk to see what looked like a never-ending sea of yellow t-shirts – it was just incredible. As we watched people crossing the finish line, some with pictures of their loved ones, some holding hands or hugging, it really struck me how important this event really is. It's all about community – people coming together to tell anyone who might be struggling that they are not alone – there are literally thousands of people who want to give their support, and show their compassion. After two years of lockdowns and isolation, it was wonderful to see so many young people and teenagers walking together too, often arm in arm, in solidarity, supporting each other.



As I sat drinking my cup of tea at the end of the walk, I was thinking about all the people who make this event happen – the amazing Darkness Into Light committees who give up their time and energy to mobilise their communities and to spread awareness of Pieta and the need for funds – the people who find the strength to get up in the dark, in memory of someone they have lost or in support of someone who is struggling. They have created this movement, and it's empowering, and hopeful, and beautiful. Darkness Into Light 2022 raised almost €4.5 million to help people in suicidal crisis, and people who are self-harming, and I am so proud that I could be part of that.

Suzy Freeman, National and International Campaign Manager

Darkness Into Light in Numbers

200+

Volunteer
Darkness Into
Light committees
worldwide

1,500+

Core committee
members
worldwide

10,000+

DIL Event
volunteers
worldwide

Darkness Into Light





115,000

people took part in
Darkness Into Light in 2022.



Darkness Into Light started in 2009 with just 400 participants. It is now a global movement, with events taking place in approximately 20 countries each year.



Staff Stories

Verona Farrell,
Lead Therapist
Midlands and Cavan/
Monaghan

Verona began her journey with Pieta as a therapist, working with the Lucan team in May 2022. With a Masters in Child and Adolescent Psychotherapy and a BA in Counselling & Psychotherapy, Verona works with Pieta clients of all ages. Prior to joining Pieta, Verona held a variety of roles in counselling, social care, and training delivery. In October 2022, Verona was appointed to the role of Lead Therapist, managing our therapy services in the midlands. Outside of work, Verona enjoys hiking and spending time with family.

What made you want to work with Pieta and to move roles?

I wanted to work with Pieta, as our values were aligned in relation to supporting individuals in crisis. I was witnessing more and more adolescents presenting in private practice with crisis presentation and self-harm. Working with Pieta allows me to use my skills and knowledge of children and adolescents and have a meaningful impact. I chose to move roles in Pieta, as I had over five years management experience in another role and it meant I could utilize my learning from this role too. I enjoy a challenge and felt I could step up to the role.



Pieta steps in when people are at their most vulnerable and guides them to a place where they can recognise hope again.

What does your day-to-day role consist of?

The day-to-day role of Lead Therapist is a varied role, which I really enjoy. No two days are the same. As Lead Therapist, I look after the day-to-day management of our centre in Athlone and our team of therapists and centre administrators. I also look after Cavan and Monaghan. I monitor the waitlists and engage with therapists regarding their case management. I feel it's a privilege to do the role I do and support my team. I also do some client work and carry out assessments, along with completing risk and suitability calls.

What is your most memorable moment with Pieta?

Two things come to mind:

1. Meeting the CEO, Stephanie: It was such a pleasure to meet Stephanie and I was impressed with how engaging and intrigued she was by myself and my ideas and also the entire team. Stephanie took the time to really listen. I was feeling very proud and excited to be a part of Pieta. The future is bright!
2. Honestly, it was the day Selina called to inform me I got the role as Lead Therapist. I was thrilled Pieta had recognised my experience, to date, and also my potential in the new role.

What would you say to someone who doesn't fully understand what Pieta does and how important the service is in Ireland?

We support people who are experiencing suicidal thoughts (ideation); who are self-harming; or who have experienced a loss through suicide. Pieta steps in when people

are at their most vulnerable and guides them to a place where they can recognise hope again. The Pieta service is invaluable.

We offer 24-hour support with our Helpline. We are seeing people of all ages and there has been a significant rise in people under the age of 25.

What do you find is the best part of working with Pieta?

The best part of working with Pieta is the team. That is not only the team I manage, but also the team above me who provide all the support and guidance I need. I am encouraged and empowered in my role.

Having worked as a therapist in Pieta, I believe this really aided me in my management role. I can empathise with the therapists – as I have been there. It can be a challenging role as a crisis therapist and that support piece is very important for both the therapist, and also, indirectly, the client.

What has been the most impactful thing that you have been a part of, or experienced, while working with Pieta?

The most impactful thing I am currently involved in is a new pilot scheme in Dublin. We have two new therapists coming onboard full time to work with under 25s. It is something I am very passionate about and I am feeling enthusiastic and motivated with these new additions to my team. Pieta has given me the opportunity to utilize my current skill set and experience, but is also encouraging me to add to it.

Climb with Charlie





Climb with Charlie

On April 2, 2022 the 'Climb with Charlie' event took place on Croagh Patrick and in over 240 locations across Ireland and around the world, raising over €3 million. It all started with a conversation, when Charlie Bird spoke on the Late Late Show about his terminal illness, Motor Neurone Disease. Charlie talked about his wish to climb Croagh Patrick and, with those words, a national movement was born. Charlie extended the 'hand of friendship', as he wanted to support other people suffering with a terminal illness, and those suffering from thoughts of suicide and self-harm. Pieta and the Irish Motor Neurone Disease Association (IMDA) were the two charities that Charlie chose to support through this amazing event.

Thousands of people took part in a show of support and solidarity for Charlie, Claire and, of course, Tiger (Charlie's beloved dog). The event honoured the people who climb mountains every day, due to their physical or mental illness. It was a truly emotional experience when Charlie reached the peak of Croagh Patrick, surrounded by family, friends and colleagues.

Pieta is so thankful to Charlie for allowing us to be part of the 'Climb with Charlie' story and for donating €1,688,000 from the funds raised.

In a gesture of our appreciation of his amazing support, one of the therapy rooms in the new Pieta centre in Swords is named after Charlie. Charlie officially opened the centre in October 2022.

We are so honoured that Charlie extended the 'hand of friendship' to Pieta and beyond.



Getting the diagnosis of a terminal illness certainly changed my life. But what has happened to me, over the past year with 'Climb with Charlie' and getting just over €3.6 million in donations for the two charities has brought joy to my heart as well. What happened on that Saturday last April brought a whole nation together. It was another great example of extending the 'hand of friendship'. So, let's all continue extending 'the hand of friendship'. And, yes, Pieta, in your great work, it is a real practical example of extending 'the hand of friendship', and you lift my spirits every day.

Charlie Bird

Corporate Partners

Corporate partnerships are key to Pieta's fundraising work, and corporate support makes a huge difference to the organisation. Every relationship matters, and everything that a business can do to raise vital funds and awareness of our work is important to us.

We were overwhelmed with all the support we received in 2022. The year was really special, as we continued working with existing partners and made many new partnerships around the country. The support during 2022 included everything from company donations to virtual events. One of the many companies which has been supportive of Pieta is Ardmac. We were thrilled when Ardmac chose Pieta as their charity partner for 2022. With their 'Cycle of Hope', not only did Ardmac do something practical and memorable to highlight mental health in the workplace – they also raised awareness of Pieta's services and brought people together to speak about suicide.

Having these conversations in the workplace is invaluable and supports Pieta's goal to break the stigma around suicide. Thank you to the staff who took part, cycling, marshalling, organising, and volunteering on the day. You made it all happen. Thank you so much to everyone at Ardmac for your continued support.

We were also very pleased to work with Electric Ireland again in 2022 and we want to thank them for their continued support in sponsoring Darkness Into Light.

A host of other companies – Boeing, PwC, Liberty Insurance, Jo Malone, Smurfit Kappa, Pepsico, Lyreco, Kerry Group, Revolut, Brown Thomas, the Irish Management Institute, the Hermitage Clinic and Lyons – continued to support Pieta in 2022 and helped us to continue our vital work throughout Ireland.

Christmas 'Candle of Hope' Corporate Campaign

The Christmas Candle of Hope Corporate Appeal was launched for the first time in 2022. This campaign, which focused on the theme of HOPE was very special for the fundraising team. Pieta asked the corporate

world to join a movement of HOPE and help us to provide hope to people in need of our vital services, particularly people who reach out to us at Christmas. The appeal was a huge success and we are very grateful to all of our wonderful corporate community for their support.

The campaign was a great success for its first year. A total of 42 companies supported the 'Candle of Hope' campaign and they raised €127,881.

We are grateful to the wonderful organisations who champion our work, year after year and we look forward to continuing these relationships and working with new partners in 2023 and beyond.

Individual Giving

The development of the Individual Giving Team

Pieta has funded the growth of its services largely thanks to the efforts of the participants and the organisers of Darkness Into Light and other community events. While these remain a core part of our funding, we are diversifying our support base to build regular income that is not dependent on events. Developing our stream of donations from individuals and businesses is a key part of this strategy.

In 2022, we successfully launched a TV advertising campaign focused on individual donations, particularly monthly gifts. We plan to continue this work to build regular and sustainable income.

There was a great increase in legacy gifts to Pieta in 2022, with ten bequests totalling nearly €500,000. We are very grateful to the donors who left behind such kind support for Pieta's work – work that will touch on the lives of many people. We are grateful also to the executors and families who have conveyed these gifts.

Meeting Our Donors

As part of our strategy to increase our face-to-face contact with supporters, we held a donor event in Dublin in September. Twenty individual and corporate donors attended and engaged with staff presentations on Pieta's therapy services. Our supporters really

Some quotes from donors:

It was good to understand more about the inner workings of Pieta.

It reinforced my view that Pieta is doing amazing, important work, and I would like to see more of my tax euros do more for suicide prevention.

appreciated and enjoyed the event. We are grateful to PwC for hosting the evening.

Newsletter

In April, we launched our donor newsletter, Inside Hope to keep supporters informed about how their gifts are helping to save lives. We created spring and autumn editions that were sent to over 130,000 supporters.

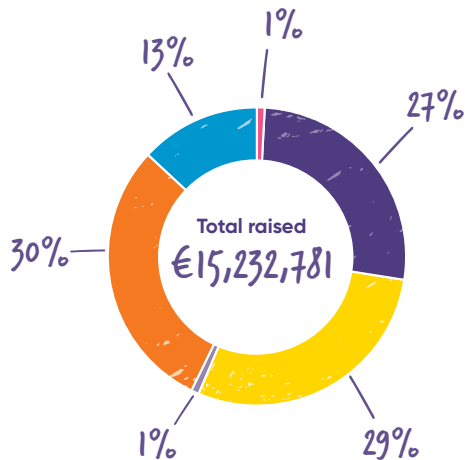
Inside Hope helps Pieta to showcase the amazing work being done by our therapy teams and highlights the generosity of the people who support us and make this work possible – our donors and the Darkness Into Light and community event participants. In 2022, the newsletters had features on our 24-hour helpline, the Suicide Bereavement Liaison Service, our Amber Flag schools’ initiative, mental health tips, Signs of Suicide and the wonderful ‘Climb with Charlie’ and Darkness Into Light events.

HSE Funding

We received funding from the the National Office of Suicide Prevention and Community Health Organisations 3 and 7 of the HSE. The funding is used to support our bereavement and intervention services across the country. We are very grateful for their continued support. We continue to engage with the HSE, Tusla, and other state agencies to discuss improved funding to meet the increased demand for our services, now and long into the future.

How we raise our funds

● Donations	€4,130,815
● Public Fundraisers	€4,343,830
● Pieta Fundraisers	€136,030
● Darkness into Light	€4,562,661
● Income from statutory bodies	€1,982,188
● Other	€77,257

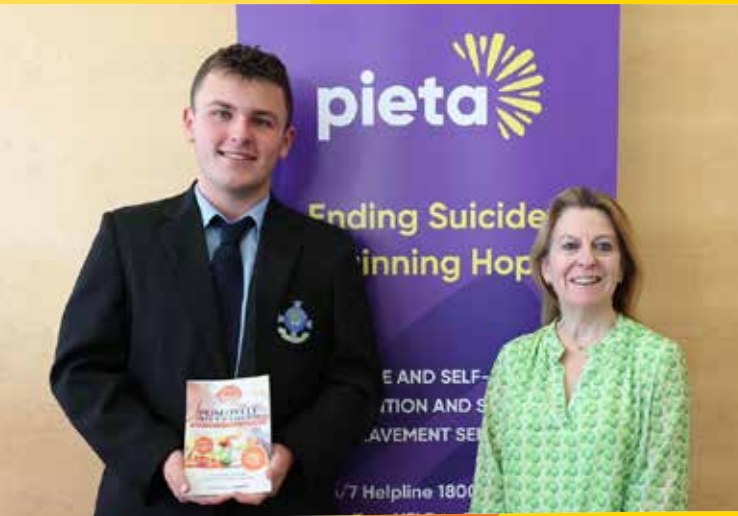


€500,000

2022 saw a great increase in legacy gifts to Pieta, with ten bequests received, totalling nearly €500,000.

Donor Event





There was a great response to our open evening in the offices of PwC. Among the attendees was Louise Cooney, who spoke of how Pieta supported her family during a very challenging time.



Staff Stories

Bernie Carroll,
Suicide Bereavement
Liaison Officer (SBLO)

Bernie has been working with Pieta since January 2017. Working as part of the national SBLO team, Bernie is community-based, travelling across the midland region (covering Laois, Offaly, Longford and Westmeath), providing support to individuals, families, friends and community groups affected by suicide. Qualified in psychotherapy and clinical supervision, Bernie has worked for more than 14 years in a variety of settings.

What made you want to work with Pieta?

My role within Pieta was always in bereavement. My passion for bereavement work remains with me for many years now and the support and energy from the SBLO team is vital to the development and expansion of the service.

What does your day-to-day role consist of?

My day-to-day role consists of providing a safe and supportive environment, with a view to giving people who are bereaved the hope of moving forward, as they struggle through what can only be described as a life changing experience. Hope is one of their greatest strengths. In addition, we provide support in the community through, for example community responses, psychoeducation, inquest support, networking and signposting, using our referral pathway.



Grief is like the ocean; it comes on waves ebbing and flowing. Sometimes the water is calm, and sometimes it is overwhelming. All we can do is learn to swim.

Vicki Harrison

Acronym of Hope (Hold on Pain Eases)

H – Hold

O – On

P – Pain

E – Eases

What is your most memorable moment with Pieta?

One of my most memorable moments with Pieta was the day I visited a mother who lost her young adult child to suicide. I remember standing near the mantel piece and touching the picture frame of her child, conveying my condolences, and acknowledging how a moment in time can change the lives of loved ones forever. The lady fell into my arms, overwhelmed with her grief, tears flowing down her cheeks. Her greatest fear was around how she was going to survive without her son and she questioned would the pain in her heart ever go away. We sat for an hour, maybe two hours, with her head on my lap, sometimes in silence and sometimes asking me to confirm that she was going to be ok in her grief. This validated my role as an SBLO.

I reassured her that I would journey with her in the early weeks of her grief and reassured her that the opportunity to engage in bereavement therapy was an option when our time together was complete.

What would you say to someone who doesn't fully understand what Pieta does and how important the service is in Ireland?

I would advise them of the many different services Pieta provides, nationwide and ask them to check out the Pieta website to inform themselves of our crisis intervention, bereavement therapy, Resilience Academy, Helpline and suicide bereavement liaison service, available to anyone who is in need of support.

What do you find is the best part of working with Pieta?

The exceptional support, ongoing CPD, respect for the work we do in the community and the recognition that it takes a special person/team to be able to sit in front of another human being, when they are confronted with the most life changing experience in their lives.

What has been the most impactful thing that you have been a part of, or experienced, while working with Pieta?

This has to be the support I receive from my line manager. and the SBL team, along with the support that is provided by Pieta, in many ways. This includes internal and external supervision, buddy support, staff meetings and training and education. However, the feedback I receive from the clients I have journeyed with is a more important reward for my work.

Anything else worth noting?

My wish for people who are experiencing a sense of hopelessness, anguish, despair and many other emotions, at this time, is that they find hope again. In addition, my desire is that they will find meaning and purpose in their lives again. Hope can be repaired, with the right support. This begins with a conversation around the services that Pieta provides nationwide.



Financial Statements



Trustees and Other Information

Trustees	Ashley Balbirnie (resigned 31/03/2023) Anne Bradley John Casey Regina Doherty Celine Fitzgerald Paul Flynn Dr Ellis Hennessy Mary Walshe Fiona Tierney (resigned 13/12/2022) Kathryn Holly (resigned 13/12/2022) Roslyn O'Shea (resigned 01/07/2022) Sharon Morrow (appointed 25/04/2022) Colin Potts (appointed 13/06/2022) Majella Gallagher (appointed 01/01/2023) Liam O'Brien (appointed 01/01/2023)
Company Secretary	Denise Cronin
Chief Executive Officer	Elaine Austin (resigned 28 February 2022) Denise Cronin (interim 1 March 2022 to 30 April 2022) Stephanie Manahan (appointed 1 May 2022)
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	Allied Irish Bank Main Street Lucan Co. Dublin
	Ulster Bank Main Street Lucan Co. Dublin
Solicitors	Mason Hayes & Curran South Bank House Barrow Street Dublin 4

Trustees' Report and Financial Review

for the year ended 31 December 2022

Our Trustees welcome the opportunity to present their report for the year ended 31 December 2022.

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.

Structure Governance and Risk Management

Our Board of Trustees ensures that the vision, mission, and values of Pieta are upheld and realised in practice. The primary purpose of our board is to ensure the long-term success of the organisation.

The board takes on the ultimate legal and financial responsibility for all the activities of the organisation and maintains an overview of policy and strategic direction (rather than being involved in the day-to-day operations). It has three primary functions: strategy, control, and service. To properly execute these functions, the board:

- establishes the organisation's mission, vision, and values and ensures that organisational activity supports its ethos and purpose
- sets the strategic objectives for the organisation, and, working with the CEO, oversees the development of supporting financial and operating plans, ensuring that the necessary financial and human resources are in place to meet the overall objectives
- oversees the development of a robust framework to identify, manage and monitor the principal risks faced by the organisation
- requires management to put in place a prudent and effective system of internal controls, which is subject to regular review
- appoints the CEO, oversees his or her performance and that of the senior management team and oversees succession planning for the organisation
- defines management's duties and limits of authority, including the maintenance of a list of those decisions which require board approval
- ensures formal policies are in place to help safeguard the wellbeing of employees and clients
- ensures an active stakeholder engagement programme is in place to help facilitate an understanding of their needs when planning services and activities.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

- is accountable to all key stakeholders and ensures that all money, property, investments, and resources are properly managed, safeguarded and accounted for.
- monitors the reporting of the financial position, and ensures annual accounts are prepared, audited, approved, and filed in accordance with all regulatory bodies and include the required statements of compliance.
- ensures the provisions of the Section 39 Health Services Executive (HSE) Service Arrangement are fully complied with.
- ensures compliance with all relevant legislation and other regulatory and governance requirements, including the Constitution of Pieta.
- always acts in the interests of the organisation and acts as advocates and champions of Pieta's vision and mission to the outside world.

The trustees have established a number of sub-committees to assist the board in effectively discharging its duties in pursuit of these aims, recognising that some elements of the board's functions require too much attention to be dealt with solely at board meetings, or ought to be delegated for more in-depth review to specialists.

The sub-committees are as follows:

- Risk, Audit & Finance
- Fundraising & Engagement
- People & Culture.

Clinical & Advocacy

New ad hoc committees may be established by the Chair if necessary to support the objectives of the organisation. Each committee is chaired by a board member and membership consists of a mix of board members and non-board members (co-optees). The board members appointed to committees will be those with expertise or an interest in the area in question who have been entrusted by the board with ensuring that the aims of each committee are met. The outside members will be experienced in the area of interest of the committee, have a sufficient degree of knowledge of the organisation and will

be willing to devote the necessary time to participating in the work of the committee. Membership of a committee is determined by the board but with each committee having the right to co-opt additional members, subject to the consent of the Chair. As the purpose of the committee is to assist the board with its duties, it will not have decision-making power and so will make recommendations for discussion and adoption or otherwise by the board.

The terms of reference of the board sub-committees are set out in the governance Manual. Each committee adopted a schedule of meetings and work plan for 2022 and made regular reports to the board on their work. The committees kept their terms of reference under review.

Risk, Audit & Finance Sub-Committee

The Risk, Audit & Finance Sub-Committee assists the board in the discharge of the following important functions: ensures that a strong culture of compliance with laws, regulations and recognised best practices exists throughout the organisation, underpinned by strong internal and external audit functions; ensures formal processes are in place to identify and deal with risks to which the organisation, its staff and its clients are exposed and monitors and reviews all aspects of the financial performance of Pieta. The committee keeps under review the scope and effectiveness of the Company's internal financial controls and risk management systems and the process for monitoring compliance with legislation and regulations associated with financial reporting. The committee considers and recommends the appointment, re-appointment, and removal of the External and Internal Auditors.

Clinical Advisory and Advocacy Sub-Committee

The Clinical Advisory and Advocacy Sub-Committee assists the board in the discharge of the following functions: monitors access to Pieta services, monitors and evaluates the clinical effectiveness of services, oversees efficiency of the services,

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

and ensures the focus by management on efficiency and productivity, increasing the use of technology to gather and use data in relation to clients' wait times and treatment pathways and oversees Pieta's research and communications functions increases awareness and understanding among policy-makers and the general public on issues relating to suicide and self-harm.

Funding and Engagement Sub-Committee

The Funding and Engagement Sub-Committee assists the board in the discharge of the following functions:

- Reviews annual fundraising plans, ensures any potential shortfalls in fundraising income are flagged to the board, such that any operational / cost implications are addressed in a timely manner
- provides, challenge, oversight and support and ensures that Donor Intent is always respected and that all relevant laws, regulations and recognised best practices in respect of its fundraising activities are adhered to
- ensures all fundraising activities are consistent with the values and ethos of Pieta
- reviews the development of strategic relationships with relevant state agencies
- advances Pieta's strategic objective of materially increasing the percentage of its total revenue that comes from the state, so as to mitigate the risks associated with an over-reliance on public fundraising and oversees and supports strategic communications and marketing activities and ensures all marketing activities are consistent with Pieta's values and are aligned with the organisation's strategic objectives.

People and Culture Sub-Committee

The People and Culture sub-committee assists the board in the discharge of the following functions:

- Discusses, agrees, and recommends to the board the policy for the recruitment, remuneration and employment terms and role objectives of the CEO and the senior management team

- undertakes succession planning for the CEO and the senior management team, assesses the annual staff budget, including approved pay rates and headcount, and shares insights and recommendations with the board and other board committees as appropriate
- assesses pay and makes other employment benefits and to make recommendations to the board on these matters
- ensures contractual terms on termination of employment and any payments made in such circumstances are fair to the individual and the organisation,
- oversees compliance with employment law and other regulations, and supports staff engagement and a positive culture aligned to Pieta values,
- assists with the induction process for new board and committee members.

Functions of the Board

The board has determined that the following set of matters are reserved for their approval:

- Appointing and assessing the performance of the CEO and senior management
- formulating strategy and overseeing its implementation
- approving annual budgets including approved pay rates and headcount, board committees structures, new governance arrangements and board member appointments
- approving acquisitions and disposals of significant assets
- approving all decisions relating to material alterations in policy
- approving major projects, contracts, and investments
- approving the annual report and financial statements
- approving and monitoring the risk management framework and the system of internal control
- approval of the Section 39 HSE service Arrangement
- approving mergers, acquisitions, or consolidation with other charities.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Appointment of the external auditors

The Directors of the company are also Pieta's Trustees. The Constitution provides for a minimum of three Trustees and a maximum of 25. All board and committee members have a fixed membership term of four years, renewable once, and the decision as to renewal is taken by the Nominations Committee. Renewal of the board and its committees should be on a staggered basis to ensure continuity. No board or committee members receive any fees.

On an annual basis, and in the event of a resignation/termination, the Nominations Committee will conduct a succession audit of the membership of the board and its sub-committees to assess the ongoing relevance and appropriateness of its structure and composition and assess any potential skills gaps. The results of this assessment will be shared with the board and a shortlist of skills for recruitment agreed. The steps thereafter include:

- Sourcing: The vacancy will be communicated to appropriate channels including contacts of existing board members and/or external director recruitment agencies
- Selection: The Nominations Committee will lead the interview process and propose a final shortlist of candidates to the board who will approve the final appointment
- Appointment: The director/sub-committee member will be appointed by formal letter setting out his/her duties and obligations.

The principles of diversity and equality will be fully upheld throughout this process, Pieta is committed to diversity in all its recruitment practices at every level of the organisation.

Induction to the board and/or sub-committee is the responsibility of the Chair/Committee Chair and will involve:

- A meeting with the Chair/Committee Chair covering the following: the role and aims of the organisation, its core activities, history, and successes, how the board and its committees operate, the expectations of the new member and estimated time commitment
- Meetings with other board and/or committee members and members of management
- An opportunity to visit the charity's offices and clinics and to meet staff
- A full overview of the role and responsibilities of becoming a board/committee member of Pieta.

The new member receives a copy of the Governance Manual and minutes of the previous six board meetings. All Trustees are required to sign the Code of Conduct for Board and Committee Members and to disclose any existing or potential conflicts of interest to the Secretary, to be recorded in the Register of Interests.

Thereafter, the board and its committees collectively undertake regular training as required including a recommended half day annual refresher on governance best practices and regulatory developments in the not-for-profit sector. Additional collective or individual training needs may be identified via the annual board and committee evaluation process.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Trustees

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

Ashley Balbirnie

(Trustee and member of Funding and Engagement and People and Culture Committees Resigned 31 March 2023)

Ashley has vast experience in a career that has spanned multi-nationals, start-ups and NGOs including serving as CEO of both Focus Ireland and ISPCCC Childline.

Anne Bradley

(Trustee and Chair of Risk, Audit & Finance and Clinical Advisory and Advocacy Committee member)

Anne has held senior leadership positions in technology, business transformation and aviation. As the Head of Group IT Digital & Delivery for International Airlines Group, Anne was responsible for a dynamic and innovative workforce in a highly competitive and technologically evolving industry. With over 30 years of experience in industry, she led some of the most complex implementations in multi-million-pound organisational transformation programmes and new business models.

John Casey

(Trustee and member of Risk, Audit & Finance Committee)

John is a partner in PwC, specialising in mergers and acquisitions and due diligence. He has broad sectoral experience, including healthcare, technology, pharma & life sciences, insurance and financial services, for both corporate and private equity clients.

Regina Doherty

(Trustee and member of Funding and Engagement Committee)

Regina has served as Minister for Employment Affairs and Social Protection from June 2017 to June 2020 having previously served as Government Chief Whip from 2016 to 2017. She was a TD from 2011 to 2020. Regina has also been a Member of Joint Oireachtas Committee on Health & Children and a member of the Joint Committee on Finance, Public Expenditure & Reform.

Celine Fitzgerald

(Trustee and Chair of the Board)

Celine serves on a number of boards including VHI Health and Wellbeing DAC and PTSB. Prior to transitioning to a non-executive career Celine spent over 20 years as a senior executive in the telecommunications sector (Eircom & Vodafone) and was CEO of managed service provider Rigney Dolphin for five years. More recently, Celine worked with overseas development organisation, Goal Global, as CEO. Celine is a Chartered Director and has extensive experience of leading organisations through periods of transformation both as an executive and non-executive.

Paul Flynn

(Trustee and Chair of Fundraising and Engagement Sub Committee)

Paul is CEO of Mobile Medical Diagnostics and a partner in Tricastle Healthcare Partners. He is a former CEO of the Gaelic Players Association; an organisation focused on the health, wellbeing and welfare of GAA inter-county players. Previously, Paul was Commercial Director of Lincoln Recruitment, where he led out on a very successful growth strategy in Ireland. He is a leading player on the Dublin senior football team. In a career spanning 13 years, he won six All-Irelands, ten Leinster Championships and five National Football League titles being awarded four All-Stars in a row. Paul has a first class honours degree in Science from DCU and an Executive Diploma in Business Management from the IMI. He has undertaken executive education at Harvard Law School (on negotiation) and INSEAD (on business strategy and financial performance).

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Eilis Hennessy

(Trustee and Member of Clinical and Advocacy Committee)

Eilis is a Professor of Developmental Psychology in the School of Psychology, University College Dublin, Ireland and is a co-founder of the School's Youth Mental Health Lab, which promotes research on all aspects of youth mental health. Her research focuses on stigma and help seeking associated with mental health problems in childhood and adolescence. Eilis is a member of the YOULEAD collaborative program, which includes academic researchers, clinical researchers, health service providers, and other stakeholders who are working together to deliver a doctoral training programme in Youth Mental Health Research. She previously served on the board of St. Michael's House and chaired the Board sub-committee on Quality and Safety board.

Majella Gallagher

(Trustee and Chair of People and Culture Committee Appointed 01/01/2023)

A senior leader and human resources director with 22 years' experience in media and publishing, Majella is an independent consultant, specialising in human resource and management services, with a focus on strategic planning and organisational change. She provides mediation, facilitation and dispute resolution services and helps organisations navigate complex industrial and employee relations. She is also active as a coach and mentor. In her two decades at The Irish Times Group, Majella held a number of key roles including that of Group HR Director and Managing Director of the Irish Examiner and The Echo. Majella has a career history of successful leadership, supporting diversity and inclusion, and delivering digital transformation strategy and organisational change in a complex industrial relations environment. Prior to joining the media industry, Majella worked in banking at AIB and in Morgan Stanley and Independent Strategy in London.

Kathryn Holly

(Trustee and Member of Clinical and Advocacy Committee Resigned 13/12/2022)

A former Chief Operations Officer for the Mater Private Healthcare Group, Kathryn is currently the Healthcare Sector Lead at TowerView, a specialist advisory and investment firm with a focus on the health and social care sectors. Kathryn holds an MBA from the Smurfit Business School. She demonstrates strong leadership skills with a proven record of accomplishment in developing middle and future senior managers, an ability to develop and implement new services and a key understanding of measurement systems to monitor and to ensure an optimum operating environment.

Sharon Morrow

(Trustee and Member of Fundraising and Engagement Committee Appointed 25/04/2022)

Sharon has worked in the healthcare sector for over 25 years. Previous positions include CEO of Laura Lynn, Children's Hospice, Deputy CEO of Tallaght University Hospital, and HSE National Clinical Care Programme Manager. A Registered General Nurse and, having completed the BSc (Hons) in Nursing, she has an MBA, MSc in Healthcare Ethics and Law, and a Professional Diploma in Corporate Governance. She is a qualified Black Belt in Lean / 6 Sigma and a trained instructor in Crew Resource Management.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Liam O'Brien

(Trustee and Member of Fundraising and Engagement Committee Appointed 01/01/2023)

Liam is Head of External Affairs for Vodafone's EU Cluster markets in addition to, Director of Strategy & External Affairs for Vodafone Ireland with responsibility for delivering key strategic programmes in local markets. He is a board member of the Vodafone & ESB joint venture, SIRO. He also sits on the government National Advisory Council for Online Safety. Liam has broad experience in the global telecommunications market, spending the earlier part of his career mainly in commercial divisions, with a particular focus on strategy & business planning, product management and sales. Liam also has extensive experience working overseas. Liam holds a Bachelor of Electronic Engineering Degree (1993) and an MBA (2003) from University College Dublin and is an IoD Chartered Company Director.

Ros O'Shea

(Trustee and Member of Risk, Audit and Finance Committee Resigned 01/07/2022)

A Chartered Accountant by profession, Ros 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.

Colin Potts

(Trustee and Member of Risk, Audit and Finance Committee Appointed 13/06/2022)

Colin is the Director of Finance & Operations at The Bar of Ireland, the representative body for the barristers' profession in Ireland. Prior to this, Colin held several senior finance positions in the private sector including healthcare and construction supply. Colin is a commercially experienced Chartered Accountant with over 28 years of experience directing and managing finance functions. Colin is a Fellow of Chartered Accountants Ireland. In 2017, he completed the Diploma in Corporate Governance at UCD Smurfit Graduate Business School. He has been a board member of the Residential Tenancy Board since 2019 and sits on the RTB Audit and Risk Committee. He has served as a member of the Pieta Risk, Audit and Finance Committee since 2018.

Fiona Tierney

(Trustee and Chair of People and Culture Committee Resigned 13/12/2022)

A former Chief Executive Officer of the Public Appointments Service which is the centralised provider of recruitment for the civil and public service, in that role, Fiona successfully transformed and repositioned the organisation and oversaw the introduction of a new process of appointments to State Boards. She is a Chartered Director of the Institute of Directors and a member of the board of eir and the IMI. She is a member of the government appointed business group, Better Balance for Better Business, which is examining how more women can be involved in decision-making at the top level of businesses in Ireland. Fiona is on the committee of the International Women's Forum and is a strong supporter of the 30% Club.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Mary Walshe

(Trustee and Chair of Clinical Advisory and Advocacy and Member of Funding and Engagement Committees)

A registered nurse and midwife, Mary has worked in senior nursing positions as a Clinical Nurse Manager, Assistant Director of Nursing and Director of Nursing. She holds a Bachelor of Nursing Studies, Post-graduate Diploma in Management, Post-graduate Certificate in Neurosciences and a Masters in Quality and Safety in Healthcare, and a Diploma in Coaching for Performance. Mary also worked in acute services as the CEO in Connolly Hospital and in CHO 9 Dublin North City and County in several roles as Area Manager, Head of Social Care and as Chief Officer with responsibility for a budget of up to €720 million and the delivery of health and social care services to 620,000 people.

In addition to the Trustees, the committees of the board generally include external members (co-optees) on a voluntary basis who bring specific expertise and independent insight to bear on the governance of Pieta. In 2022, these were:

- Carmel Murphy – Member of the People and Culture Committee
- Dr Xavier Flanagan – Member of the Clinical Advisory and Advocacy Committee
- Noel Waters – Member of the Risk, Audit and Finance Committee
- Angela Walsh – Member of the Clinical and Advisory Committee
- Gillian Moore – Member of the People and Culture Committee.

Board Attendance

Attendance of Trustees at Board Meetings and Committees 2022

A represents the number of meetings held during the period the Trustee was a member of the board/committee and B represents the number of meetings attended during the period.

Name	Pieta Board		Risk, Audit & Finance		Fundraising & Engagement		People & Culture		Clinical & Advocacy	
	A	B	A	B	A	B	A	B	A	B
Ashley Balbirnie	8	7			7	2	8	6		
Anne Bradley	8	8	8	8					8	5
John Casey	8	7	8	8						
Regina Doherty	8	8			7	4				
Celine Fitzgerald (Chairperson)	8	7								
Eilis Hennessy	8	7							8	7
Kathryn Holly	8	6							8	7
Fiona Tierney	8	8					8	8		
Roslyn O'Shea	4	2	4	3						
Mary Walshe	8	8			7	7			8	7
Paul Flynn	7	7			4	4	2	2		
Sharon Morrow	5	5	2	2	4	4				
Colin Potts	4	4	8	7						
Committee Co-Optees										
Karen Coholan									8	8
Dr. Xavier Flanagan									6	1
Gillian Moore							8	8		
Carmel Murphy							8	7		
Majella Gallagher							6	6		
Noel Waters			6	4						

The company secretary who served during the year was Denise Cronin.

The company is limited by guarantee and does not have a share capital. All directors serve in a voluntary capacity.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Objectives and Performance

In 2022 we welcomed our new CEO and we focused on strengthening the leadership team as we recruited a new Director of Fundraising and a Director of Quality, Safety and Risk.

We continued to invest in supporting our clinical services and we recognised the efforts of the clinical team as they returned to high levels of in-person services as reported in our impact report on page 28. We continued to support the development of research and education and the delivery of our schools' programmes as detailed on page 35.

We delivered on our obligations with the HSE and other funding partners and we continue to focus our efforts on a sustainable funding model.

Our governance and oversight responsibilities were actively enhanced through the work of our board and its committees. We continued to identify and manage our risks, thus enhancing the organisation wide appreciation and understanding of risk management as detailed on page 17.

Our focus for 2023 will be on maintaining high quality, accessible services, providing prudent financial and risk oversight and planning for the next strategic plan as detailed in our report on page 18.

Day-to-day running

The CEO, assisted by an executive team runs Pieta. 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 Officer, Stephanie Manahan, Director of Finance and Operations, Denise Cronin, Director of Human Resources, Lisa O'Brien, Director of Clinical Services, Emma Dolan, Director of Marketing, Pdraig O'Neill, Director of Fundraising, Nichola Mullen and Director of Quality, Risk & Safety Seamus Dillon.

Financial Review

The financial results for the year ended 31 December 2022 are shown in the Statement of Financial Activities on page 93. Pieta recorded a resilient financial performance in a challenging environment during 2022 with income of €15.2m (2021: €20.7m) and expenditure of €17.1m (2021: €14.4m) leaving a deficit of funds for the year of €1.9m (2021: surplus €6.3m). Most notable is the level of generosity and support from the public and the corporate sector again in 2022.

Assets and liabilities at the reporting date were €18.4m (2021: €20.2m) and €1m (2021: €0.8m), respectively. Net assets held at the reporting date were €17.5m (2021: €19.4m).

At the outset of 2022, despite having strong reserves, the Trustees were conscious of the potential pressure on fundraised income due to concerns over inflationary pressures and, as such a prudent approach to the 2023 budget was taken with plans to manage costs in certain areas, while seeking to maintain and protect the level of client services.

Financial Reserves

Total reserves at the end of the financial year are €17.5m, of which €1.6m is restricted.

Donors throughout the country generously supported Pieta with significant funds raised during Darkness into Light in 2022. With state funding at the level of €2m of overall funding, Pieta has been able to provide services predominantly because of the generosity of its donors.

As was the case with other charities, the pandemic created uncertainty regarding the finances of Pieta. Pieta is over 80% funded by the public and initially the pandemic had a major impact on fundraising. However, due to the unwavering support and generosity of the public, Pieta witnessed higher income over the course of 2020 and 2021, compared to previous years.

The world shifted again in 2022, with inflation, energy shocks, higher interest rates and an uncertain economic climate with further disruption predicted into the coming years.

Trustees' Report and Financial Review (continued)

for the year ended 31 December 2022

Whilst Pieta is well-positioned to weather harsher circumstances over the next two years, we will need to be prudent in financial management as we negotiate the times ahead. There has been an investment in the fundraising team to ensure diversity of income and a focus on additional income generation to support a return to break-even in the coming years.

The Pieta reserve policy is to maintain unrestricted financial reserves to continue to provide clinical services for at least nine months and meet its financial obligations as they fall due.

The generosity of supporters in recent years has enabled Pieta to build a sustainable financial position and ensure it can be confident of providing services for the foreseeable future. The level of reserves held by Pieta at the end of 2022 gives the board the ability to plan longer term as the risk of an increased cost base not being supported by sufficient levels of fundraising is somewhat mitigated by larger financial reserves.

The current financial reserve is more in line with what is expected of an organisation where public fundraising is at risk of economic shocks, as evidenced by the Covid-19 pandemic. In 2022, Pieta was forced to draw on its financial reserve because the financial position reflected the situation where the cost of delivering the free counselling and support services exceeded the funds generated in that year.

The level of cash reserves entering 2023 means the organisation will have the capacity to withstand potential income shocks and can continue to provide services while seeking additional funding to address any deficit. The reserve stands at €15.9m on 31 December 2022. This provides for 11 months of operations and is at the higher end of the reserve policy.

With the poor economic outlook, the stability of the financial position of Pieta gives the board and management the confidence of the continued delivery of the current level of clinical services, delivered by skilled staff, informed by research and evidence, in a well

governed organisation. The challenge for 2023 and 2024 will be reducing the deficit to ensure a return to a more sustainable budgetary position. This will require a focus on increasing the income to maintain financial stability and close management of the cost base.

Post-Balance Sheet Events

There have been no significant events affecting the company since the period end.

Auditors

The auditors, Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to 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 this report is approved in accordance with Section 332 of the Companies Act 2014:

- 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:

Celine Fitzgerald

Celine Fitzgerald
29 May 2023

Anne Bradley

Anne Bradley
29 May 2023

Trustees' Responsibilities Statement

for the year ended 31 December 2022

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:

Celine Fitzgerald

Celine Fitzgerald
29 May 2023

Anne Bradley

Anne Bradley
29 May 2023

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

Opinions

We have audited the financial statements of Pieta House ('the charity') for the year ended 31 December 2022, 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 2022 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

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

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

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

Independent Auditor's Report (continued)

to the Members of Pieta House
(A company limited by guarantee, not having a share capital)

Other information

The directors 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:

- the information given in the trustees' (directors') report is consistent with the financial statements; and
- the trustees' (directors') report has been prepared in accordance with applicable legal requirements;
- the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited; and
- the financial statements are in agreement with the accounting records.

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

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 requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Trustees' (directors') Responsibilities Statement set out on page 89, the Trustees (directors) are responsible for the preparation of financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the 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.

Independent Auditor's Report (continued)

to the Members of Pieta House
(A company limited by guarantee, not having a share capital)

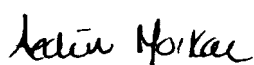
Auditor's responsibilities for the audit of the financial statements

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 Irish Auditing and Accounting Supervisory Authority'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.



Aedin Morkan
For and on behalf of:
Mazars Chartered Accountants
and Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

Date: 07 June 2023

Statement of Financial Activities

(Incorporating an Income and Expenditure Account)
for the year ended 31 December 2022

	Notes	Unrestricted Funds 2022 €	Restricted Funds 2022 €	Total 2022 €	Total 2021 €
Income					
Donations & Legacies	6	6,655,730	1,954,945	8,610,675	9,384,353
Darkness into Light	7	4,562,661	-	4,562,661	8,627,175
Income from Charitable Activities	9	-	1,982,188	1,982,188	2,615,864
Other activities for generating funds					
Trading activities		3,836	-	3,836	26,195
Investment income	8	-	-	-	36
Other income		73,421	-	73,421	56,954
Total income		11,295,648	3,937,133	15,232,781	20,710,577
Expenditure on:					
Raising Funds - General	10	2,240,087	-	2,240,087	1,749,980
Raising Funds - Darkness into Light	10	1,577,067	-	1,577,067	1,569,922
		3,817,154	-	3,817,154	3,319,902
Net income available for charitable application		7,478,494	3,937,133	11,415,627	17,390,675
Expenditure on Charitable Activities					
Cost of Operations	10	8,690,449	1,623,897	10,314,346	8,435,297
Bereavement Services, Resilience Academy & Governance costs	10	2,175,988	820,681	2,996,669	2,654,903
		10,866,437	2,444,578	13,311,015	11,090,200
Total Expenditure	10	14,683,591	2,444,578	17,128,169	14,410,102
Net (expenditure)/ income		(3,387,943)	1,492,555	(1,895,388)	6,300,475
Net movement in funds for the year	19	(3,387,943)	1,492,555	(1,895,388)	6,300,475
Reconciliation of funds					
Total funds brought forward		19,284,203	81,172	19,365,375	13,064,900
Total funds carried forward	19	15,896,260	1,573,727	17,469,987	19,365,375

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

All income and expenditure relate to continuing activities.

Balance Sheet

for the year ended 31 December 2022

	Notes	2022 €	2021 €
Fixed Assets			
Tangible assets	12	763,780	524,730
Current Assets			
Debtors	13	875,249	445,228
Cash and cash equivalents		16,804,071	19,239,159
		17,679,320	19,684,387
Creditors: Amounts falling due within one year	14	(973,113)	(843,742)
Net Current Assets		16,706,207	18,840,645
Total Assets less Current Liabilities		17,469,987	19,365,375
Funds of the Charity			
Unrestricted - general		3,249,879	6,801,128
Unrestricted - designated		12,646,381	12,483,075
Restricted		1,573,727	81,172
Total funds	19	17,469,987	19,365,375

Approved by the Board of Trustees on 29 May 2023 and signed on its behalf by:

Celine Fitzgerald

Celine Fitzgerald

29 May 2023

Anne Bradley

Anne Bradley

29 May 2023

Statement of Cashflows

for the year ended 31 December 2022

	Notes	2022 €	2021 €
Cash flows from operating activities			
Net (expenditure) / income		(1,895,388)	6,300,475
Adjustments for:			
Depreciation	12	166,157	285,180
Interest receivable		-	(36)
		(1,729,231)	6,585,619
Movements in working capital:			
Debtors		(430,021)	(332,581)
Creditors		129,371	(312,872)
Net cash (used in)/ generated by operating activities		(2,029,881)	5,940,166
Cash flows from investing activities			
Interest received		-	36
Payments to acquire tangible fixed assets	12	(405,207)	-
Net cash (used in)/ generated by investing activities		(405,207)	36
Net (decrease)/ increase in cash and cash equivalents		(2,435,088)	5,940,202
Cash and cash equivalents at 1 January		19,239,159	13,298,957
Cash and cash equivalents at 31 December		16,804,071	19,239,159

Notes to the Financial Statements

for the year ended 31 December 2022

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 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 are recognised by the UK Financial Reporting Council (FRC) as the appropriate bodies 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.

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 objectives 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.

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

2. Accounting Policies (continued)

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:

Donations and legacies

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 in which 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 charity on the date of receipt.

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. The donated services and facilities are presented as income and expenditure in the statement of financial activities.

Darkness into Light

Income from Darkness into Light is accounted for when earned. It is collected through registrations to the Darkness into Light website and is recognised when there is evidence of entitlement, receipt is probable and the amount can be measured reliably.

Income from charitable activities

Income from charitable 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.

Income from trading activities

Income from trading activities is accounted for when received. It is collected through the sale of Pieta branded merchandise and is recognised only when realised in the form of cash.

Investment Income

Investment income is included when receivable.

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.

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

2. Accounting Policies (continued)

Expenditure (continued)

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 a charitable 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 if events or changes in circumstances indicate the carrying value may not be recoverable.

Leasing

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

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.

Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

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.

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

2. Accounting Policies (continued)

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.

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. The resulting accounting estimates will, by definition, seldom equal the related actual results. Judgments and estimates are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The 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 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 charity's ability to meet its liabilities as they fall due, and to continue as a going concern. The key judgements and significant assumptions underpinning the continuance of Pieta as a going concern are based on the expected level of income and the cost of clinical services. The Trustees are confident that Pieta can continue to provide its services into 2023 and beyond with the size of the financial reserves on hand and the strength of the fundraising team to raise the necessary income. 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 consist primarily of land and buildings. 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. The carrying amount of the tangible fixed assets amounted to €763,780 as at 31 December 2022 (2021: €524,730).

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

4. Net (Expenditure)/ Income

Net (expenditure)/ income for the financial year is stated after charging:

	2022 €	2021 €
Depreciation of tangible assets	166,157	285,180
Lease expense	299,251	229,684
Auditors' remuneration		
– for statutory audit services	22,755	20,910
– for other non-audit services	4,055	3,759
	4,055	3,759

5. Income

Income was derived from:

	2022 €	2021 €
Republic of Ireland	14,958,103	19,902,357
Outside the Republic of Ireland	274,678	808,220
	15,232,781	20,710,577

6. Donations & Legacies

Breakdown of Donations & Legacies is as follows:

	2022 €	2021 €
Donations	4,130,815	5,279,134
Public Fundraisers	4,343,830	3,841,797
Pieta Fundraisers	136,030	263,422
Other	-	-
	8,610,676	9,384,353

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

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

7. Darkness Into Light Income

	2022 €	2021 €
Participant Fees	4,338,008	2,701,538
Sponsorship	124,819	125,000
Donations	81,217	5,741,978
Trading Activity	18,617	58,659
	4,562,661	8,627,175

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

8. Investment and Other Income

	2022 €	2021 €
Bank Interest – all unrestricted	-	36

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

9. Income From Charitable Activities

Current Year 2022

Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services & NOSP	HSE	Treatment therapists	1,878,012	-	1,878,012
HSE CHO 3	HSE	Treatment therapists	51,636	-	51,636
HSE CHO 7	HSE	Treatment therapists	47,340	-	47,340
Tusla	Tusla	Counselling services	5,200	-	5,200
			1,982,188	-	1,982,188

Prior Year 2021

Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services & NOSP	HSE	Treatment therapists	2,528,026	-	2,528,026
HSE CHO 3	HSE	Treatment therapists	47,333	-	47,333
HSE CHO 7	HSE	Treatment therapists	35,505	-	35,505
Tusla	Tusla	Counselling services	5,000	-	5,000
			2,615,864	-	2,615,864

The charity is compliant with Circular 44/2006 'Tax Clearance Procedures Grants, Subsidies and Similar Type Payments'.

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

10. Analysis of Expenditure

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	€	€	€	€	€	€
Expenditure on:						
Raising Funds - General	2,240,087	-	2,240,087	1,749,980	-	1,749,980
Raising Funds - Darkness into Light	1,577,067	-	1,577,067	1,569,922	-	1,569,922
	3,817,154	-	3,817,154	3,319,902	-	3,319,902
Expenditure on Charitable Activities						
Cost of Operations	8,690,449	1,623,897	10,314,346	6,649,162	1,786,135	8,435,297
Bereavement Services, Resilience Academy & Governance costs	2,175,988	820,681	2,996,669	1,733,803	921,100	2,654,903
	10,866,437	2,444,578	13,311,015	8,382,965	2,707,235	11,090,200
Total	14,683,591	2,444,578	17,128,169	11,702,867	2,707,235	14,410,102

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

10. Analysis of Expenditure (continued)

Current year 2022

	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Bereavement Operations	Bereavement Services	Resilience Academy	Total 2022
	€	€	€	€	€	€	€
Staff Costs	844,259	568,645	1,412,904	6,569,076	2,441,757	153,267	10,577,004
Contract Staff Costs	106,093	-	106,093	688,454	139,157	420	934,124
Fulfilment & Other Courier Costs	13,509	98,362	111,871	-	-	-	111,871
DIL Charity Partners	-	304,942	304,942	-	-	-	304,942
Other Staff Costs	58,720	16,299	75,019	202,897	50,420	-	328,336
Rent & Rates	-	-	-	312,449	32,639	-	345,088
Promotion & Awareness	592,617	316,884	909,501	608,191	495	-	1,518,187
Event Costs	16,847	200,873	217,720	-	-	-	217,720
Printing & Marketing	253,533	-	253,533	62,414	5,142	-	321,089
Telephone & Computer	108,468	55,869	164,337	812,612	93,046	1,015	1,071,010
Legal & Professional	63,616	7,317	70,933	323,182	8,511	-	402,626
Depreciation	-	-	-	166,157	-	-	166,157
Other Costs	182,425	7,876	190,301	568,914	70,253	547	830,015
Total Expenditure	2,240,087	1,577,067	3,817,154	10,314,346	2,841,420	155,249	17,128,169

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

10. Analysis of Expenditure (continued)

Prior year 2021

	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Bereavement Operations	Resilience Academy	Total
	€	€	€	€	€	€
	2021	2021	2021	2021	2021	2021
Staff Costs	650,975	640,359	1,291,334	5,116,139	221,235	8,514,068
Contract Staff Costs	61,814	-	61,814	428,520	27,291	667,393
Fulfilment & Other Courier Costs	4,969	246,222	251,191	-	-	251,191
DIL Charity Partners	-	415,416	415,416	-	-	415,416
Other Staff Costs	21,458	548	22,006	88,003	13,930	165,211
Rent & Rates	-	-	-	258,802	-	307,893
Promotion & Awareness	140,735	143,727	284,462	469,451	-	753,913
Event Costs	11,085	38,153	49,238	-	-	49,238
Printing & Marketing	182,390	0	182,390	39,232	21,253	251,400
Telephone & Computer	142,237	33,937	176,174	971,908	98	1,293,320
Legal & Professional	41,541	21,593	63,134	311,222	-	388,013
Depreciation	-	-	-	285,180	-	285,180
Other Costs	492,776	299,67	522,743	466,840	-	1,067,866
Total Expenditure	1,749,980	1,569,922	3,319,902	8,435,297	283,807	14,410,102

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

10. Analysis of Expenditure (continued)

Other Costs can be broken down as follows:

	2022 €	2021 €
Donor & Volunteer Engagement	-	57,478
Event Insurance	-	27,000
Other Staff Costs	8,386	1,250
Subscriptions	8,971	4,649
Board Expenses	-	-
Repairs & Maintenance	57,760	41,345
Light & Heat	118,103	77,049
Waste Charges	6,054	5,306
Cleaning	182,745	171,802
Security	37,831	66,622
Centre Supplies	95,421	74,107
General Procurement	1,826	707
Insurance	114,282	95,507
Bank Charges	6,802	6,361
Foreign Exchange Difference	7,637	-3,559
Online Platform Administration Fee	180,893	427,679
Bad Debts	3,304	14,563
	830,015	1,067,866

Support Costs can be broken down as follows:

	2022 €	2021 €
Finance	445,421	382,655
Governance	105,943	132,995
Human Resources	258,206	243,957
Audit	22,755	20,910
IT Costs	884,106	949,579
	1,716,431	1,730,096

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

11. Employees and Remuneration

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

	2022 Number	2021 Number
Clinical Staff	134	108
Clinical Support Staff	94	57
Administration Staff	59	50
Key Management Personnel	7	7
Bereavement Staff	40	34
	334	256

The staff costs comprise:

	2022 €	2021 €
Wages and salaries	9,174,509	7,552,072
Social security costs	1,183,246	818,001
Other compensation costs	-	6,961
Pension costs	144,683	137,032
Termination costs	74,566	-
	10,577,004	8,514,067

During 2022, the charity employed 202 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 268 part time staff (mainly therapists) during 2022 to deliver typically 20 therapy hours per week each. To address demand, the charity also contracted an average of 26 contract therapists throughout 2022 to each deliver typically 12 therapy hours per week.

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

11. Employees and Remuneration (continued)

The total amount of employee benefits received by the charity's key management personnel was €588,793 (2021: €575,071). The total number of employees whose benefits (excluding employer pension contribution and employer PRSI) for the reporting period fell within the bands below were as follows:

	2022 Number of Employees	2021 Number of Employees
€70,000 to €80,000	5	2
€80,001 to €90,000	-	-
€90,001 to €100,000	1	3
€100,001 to €110,000	1	-
€110,0001 to €120,000	-	1

The total employee benefits (including employer pension contribution and employer PRSI) of the Chief Executive Officer in 2022 was €119,843 (2021: €120,000).

12. Tangible Fixed Assets

	Land and buildings freehold €	Land and buildings leasehold €	Computer equipment €	Furniture & fixtures €	Total €
Cost					
At 1 January 2022	452,563	1,359,087	364,881	180,737	2,357,268
Additions	-	383,032	22,175	-	405,207
Disposals	-	(136,663)	(260,692)	(34,276)	(431,631)
At 31 December 2022	452,563	1,605,456	126,364	146,461	2,330,844
Depreciation					
At 1 January 2022	238,373	1,091,417	343,999	158,749	1,832,538
Charge for the year	9,051	122,033	20,643	14,430	166,157
Disposals	-	(136,663)	(260,692)	(34,276)	(431,631)
At 31 December 2022	247,424	1,076,787	103,950	138,903	1,567,064
Net book value					
At 31 December 2021	214,190	267,670	20,882	21,988	524,730
At 31 December 2022	205,139	528,669	22,414	7,558	763,780

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

13. Debtors

	2022 €	2021 €
Other debtors	116,684	7,966
Prepayments	457,128	219,588
Accrued income	301,437	217,674
	875,249	445,228

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

14. Creditors

Amounts falling due within one year

	2022 €	2021 €
Bank overdraft	-	27,143
Trade creditors	138,188	158,653
Taxation and social security costs (Note 15)	237,098	241,986
Deferred income (Note 16)	-	9,454
Accruals	591,164	337,951
Other creditors	6,663	68,555
	973,113	843,742

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.

15. Taxation and Social Security

	2022 €	2021 €
Creditors:		
PAYE / PRSI	237,098	241,986

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

16. Deferred Income

	2022 €	2021 €
At beginning of year	9,454	106,725
Credited to the statement of financial activities	(9,454)	(97,271)
At end of year	-	9,454

17. 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 €144,683 (2021: €137,032). The amount payable at year end was €NIL (2021: €17,234).

18. Analysis of Net Assets by Fund

Current Year 2022	Unrestricted €	Designated €	Restricted €	Total €
Represented by:				
Fixed Assets	763,780	-	-	763,780
Current Assets	3,459,212	12,646,381	1,573,727	17,679,320
Current Liabilities	(973,113)	-	-	(973,113)
	3,249,879	12,646,381	1,573,727	17,469,987

Prior Year 2021	Unrestricted €	Designated €	Restricted €	Total €
Represented by:				
Fixed Assets	524,730	-	-	524,730
Current Assets	7,120,140	12,483,075	81,172	19,684,387
Current Liabilities	(843,742)	-	-	(843,742)
	6,801,128	12,483,075	81,172	19,365,375

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

19. Analysis of Movement of Funds

Current Year:	Unrestricted €	Designated €	Restricted €	Total €
Opening Balance at 1 January 2022	6,801,128	12,483,075	81,172	19,365,375
Income	11,295,648	-	3,937,133	15,232,781
Expenditure	(14,683,591)	-	(2,444,578)	(17,128,169)
Transfer Between Funds	(163,306)	163,306	-	-
Closing Balance at 31 December 2022	3,249,879	12,646,381	1,573,727	17,469,987
Prior Year:				
Opening Balance at 1 January 2021	12,892,357	-	172,543	13,064,900
Income	18,094,713	-	2,615,864	20,710,577
Expenditure	(11,702,867)	-	(2,707,235)	(14,410,102)
Transfer Between Funds	(12,483,075)	12,483,075	-	-
Closing Balance at 31 December 2021	6,801,128	12,483,075	81,172	19,365,375

Pieta has designated a level of reserves that will allow it to continue to deliver services for a period of at least 9 months in the event of a sudden loss of funding. This will allow Pieta to finish all courses of therapy while allowing capacity to seek alternative sources of funding. The designated funds at 31 December 2022 is calculated based on budgeted costs for 2023.

20. 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.

21. 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.

22. Trustees' Remuneration

None of the Trustees received any remuneration during the year. Incidental travel and meeting expenses are reimbursed where incurred and claimed. These expenses amounted to €nil for the year (2021: €nil).

Notes to the Financial Statements (continued)

for the year ended 31 December 2022

23. Related Party Transactions

John Casey is a trustee and also a partner in the Irish firm of PricewaterhouseCoopers (PwC). On 1 July 2021, as part of its commitment to the community, PwC entered into a two-year partnership agreement with Pieta. Over the term of the agreement PwC has agreed to match funds raised or donated by PwC employees for Pieta (subject to agreed limits) and support Pieta through fundraising initiatives, volunteering and pro bono work. PwC made total charitable donations to Pieta of €53,993 during the year (on both its own behalf and as part of various staff giving schemes and other initiatives), all in the ordinary course of business.

Transactions with Key Management Personnel

Other than as set out at Note 11 there were no transactions with key management personnel during the current financial period.

24. Financial Instruments

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

	2022 €	2021 €
Financial assets		
Cash at bank and in hand	16,804,071	19,239,159
Other debtors	116,684	7,966
Accrued income	301,437	217,674
	17,222,192	19,464,799
Financial liabilities		
Trade creditors	138,188	158,653
Bank overdraft	-	27,143
Other creditors	6,663	68,555
Accruals	591,164	337,951
	736,015	592,302

25. Post-Balance Sheet Events

There have been no significant events affecting the charity since the period end.

26. Financial Commitments

At 31 December 2022 the charity had annual commitments under non-cancellable operating leases as follows:

	2022 €	2021 €
Within one year	256,356	189,367
Between one and five years	850,396	541,396
In over five years	441,458	203,333

27. Approval of Financial Statements

The financial statements were approved and authorised for issue by the Board of Trustees on 29 May 2023

Pieta

Suicide and Self-Harm Crisis Service and Bereavement Services

Pieta provides freely accessible, one-to-one professional counselling for people who are in suicidal crisis, those who are self-harming, and people who have been bereaved by suicide.

Pieta has centres across Ireland, and our therapeutic approach is rooted in compassion and care.

Tel:

01 4585490

Helpline:

1800 247 247

Text Help to:

51444

www.pieta.ie



Ending Suicide. Beginning Hope.

Pieta

Pieta Head Office,
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