



Annual Report 2020

Investing in hope



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Chairperson's Statement

2020 was a year like no other. The impact of Covid-19 has been felt across Irish society and across societies the world over.



The impact on the mental health of all nations is still being assessed and the true impact may not be fully known for many years to come.

I am so grateful to the 200 therapists and support staff here at Pieta, who worked tirelessly during this difficult time and supported each other across all teams to adapt and respond to the Covid-19 environment and prioritising our clients' needs.

The impact of Covid-19 is evident in the clients who came to us in 2020 for suicide crisis counselling with many citing anxiety and increased loneliness as the key triggers. Thanks to the generosity of our supporters, our partners – especially Electric Ireland and the HSE – Pieta was able to continue delivering our free lifesaving services uninterrupted throughout the year.

Like many other charities, Covid-19 affected our ability to deliver our life saving services and created uncertainty regarding our finances. Pieta is 80% funded by the public and unfortunately, the Covid-19 crisis, when it hit, had a major impact on our ability to fundraise. In March 2020, we postponed our annual Darkness Into Light event,

our flagship fundraising event. We are so thankful to those who supported The Darkness Into Light Sunrise Appeal instead, the committees across the globe and our Darkness Into Light partner, Electric Ireland, for their support.

It is the intention of the Board and the Management to review organisational strategy to ensure we are providing the most appropriate services to clients, ensure that funding is used to deliver the best possible services to clients, in light of the improved financial position of Pieta.

Furthermore, Covid-19 has increased the demand for our services, as the impacts of lockdown, the pandemic and individuals' financial worries are affecting the mental health and wellbeing of the Irish public. The need for Pieta's services is greater than ever. Pieta has taken several steps to safeguard the organisation and our services, including embracing technology, which helped us face the new reality of Covid-19. 2020 saw the launch of our video counselling services, which helped to maintain regular 'face-to-face' sessions during lockdown regardless of our client's location.

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We are so thankful to those who supported The Darkness Into Light Sunrise Appeal

Pieta is committed to the highest standards of governance and complies with the legislation governing Irish charities and with the relevant regulatory frameworks. Critical to our mission is the Board of Trustees who give their time and skills to Pieta free of charge. We work closely with the HSE and they have funded additional counselling hours for our clients which has helped us meet the increased demand we experience.

I do want to acknowledge the contribution of Declan O'Neill, Brendan Lenihan and, in particular, Fergus Clancy (former Chair) each of whom stepped down from the Board this year. We welcome onto the Board Anne Bradley, John Casey, Regina Doherty, Eilis Hennessy, and Mary Walshe who each bring their own unique set of skills and experience.

I also want to express my gratitude to the entire Pieta organisation including the management team, led by Elaine Austin, CEO – the organisation's dedication to serving our clients in a very challenging environment has been exceptional.

Although we are operating in a uniquely challenging environment, where our work will be needed more than ever, I am confident we are coming from a place of

strength. With the work of our professional staff, the commitment of our volunteers and the support of our partners, we will continue to support people who are in crisis, experiencing suicidal ideation, self harm or are bereaved by suicide, into the future.

Celine Fitzgerald

Celine Fitzgerald
Chairperson

Over

80% 

Pieta is over 80% funded by the public

Over

200 

Pieta now employs over 200 therapists and support staff

Chief Executive's Statement

As a nation and as part of the global community, we have all faced the enormous challenge of the pandemic in the past year.



Here at Pieta, we understand more than most the impact this has had in increasing the feelings of fear, anxiety, isolation and stress in our society. Covid-19 is probably the biggest challenge Pieta has ever had to face as a charity. We know we are needed, now more than ever.

From the start of the Covid-19 crisis, we acted quickly to keep our clients, therapists and support staff safe, while ensuring our clients could continue with their therapy and could contact us at all times. We kept our crisis helpline services open 24 hours a day and received over 70,000 texts and calls from people all across Ireland who were in need of our services. We delivered over 52,000 client hours of Intervention and Bereavement counselling and throughout all restrictions kept all of our services operational. This response was only possible thanks to the commitment of our staff, supporters and corporate partners, all of whom worked so hard throughout the year to keep our vital services running without interruption.

The response to The Darkness Into Light Sunrise Appeal on foot of our annual flagship Darkness Into Light event being cancelled because of Covid-19 restrictions was exceptional. In this time of such adversity and uncertainty, the outpouring of support

we received lifted our hearts and gave us such encouragement and confidence to keep moving forward and essentially enabled us to deliver our free services throughout 2020. I am so proud to have been witness to such kindness, generosity and compassion shown in support of Pieta and the clients we serve.

We are deeply grateful to every one of our supporters for their unwavering commitment and support. Pieta is so thankful to our Darkness Into Light committees and to our partner, Electric Ireland, who rallied around Pieta and helped the Darkness Into Light Sunrise Appeal. Their dedication and support helped deliver a phenomenal campaign, safeguarding the delivery of our services throughout 2020.

We are also very grateful to the HSE who provided an additional 25% funding due to the challenges presented by Covid-19.

Throughout the year, our clinical team provided services over the phone, via text and in-person while adhering to HSE guidelines, in twenty locations nationwide. Since then, we now provide free counselling via video. Covid-19 restrictions continue to impact negatively on people's mental health whilst they struggle with loneliness. In response,

Pieta launched the 'Know The Signs' campaign to drive awareness of our free services, at a time when they are most needed.

Recent research has confirmed that 1 in 5 Irish people are experiencing clinically defined levels of depression making Pieta's services more crucial than ever. Almost half of our clients in 2020 were aged 13-35, showing that younger people in Ireland are distressed, but are also more open to reaching out for the help they need.

Funding from the public has never been more vital to keep Pieta's doors open. 80% of Pieta's funds come from the public and are vital to our ability to provide services to those experiencing suicidal ideation or self-harm. When forced to cancel our Darkness Into Light event last year, we turned to The Darkness Into Light Sunrise Appeal and continued to seek much needed funds from public donations throughout the year. The response exceeded all of our expectations at a time of overwhelming uncertainty.

We believe this reflects the level of public concern for mental health services in Ireland, and the urgent and unwavering need for our services. The level of support also signalled to us that our services must become an enduring and recognised integral part of our social services.

The sheer volume of people who stood behind Pieta throughout the last year reinforced that what we do is hugely important. That helping someone take the path towards wellbeing, towards life, is of tremendous and infinite value and these services should be available to all. We are extremely grateful to everyone for their wonderful support.

In April, with great support from the HSE National Office for Suicide Prevention, and with the funds raised from the public, we were able to launch new Pieta services in counties Cavan and Monaghan to meet demand in these areas.

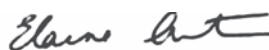
In 2020, through our 20 Pieta locations, we prioritised delivery of our face to face in person counselling services for our high risk and under 18 clients and delivered a significant volume of counselling services over the phone. In October, Pieta launched a new nationwide, free video counselling service. We maintained our services during

lockdown restrictions and also increased nationwide accessibility to our services, we launched a national booking line, and to meet significant increase in the need for our services, we also doubled the size of our crisis helpline team

In February 2020, Pieta undertook a new brand image and identity for a new Ireland where we can reach out to all regardless of age, gender or ethnicity. We launched our new website which allows people in crisis to access the help they need quickly and efficiently.

Pieta is a fully registered charity wholly committed to the codes of best practice in the Irish charity sector in both fundraising and financial reporting. We are audited annually by an external firm, and additionally we have an outsourced internal audit function. We are governed by a voluntary Board of Trustees who graciously give their time and expert knowledge free of charge. 2020 saw a number of Trustees step down, including Fergus Clancy our Chairperson. I would like to take this time to formally thank Fergus and all those for their work and expertise. It was a pleasure working with them and Pieta owes them a great debt of gratitude for their steadfast commitment and dedication.

Once again, I would like to thank everyone who helped Pieta deliver its services during these unprecedented times. From staff and volunteers to donors and corporate partners, and to the Pieta Board of Trustees, your contribution has been essential to keeping our services running. We are so proud of everything we have achieved with your help this year and we will look to take the learnings from this extraordinary time and build a stronger Pieta into the future. We appreciate that the impact of Covid-19 will remain into 2021 and possibly for a number of years to come and we are deeply grateful that we are here to support and help our clients, especially at this time. Without all those who worked so hard in and for Pieta, it would not have been possible. Thank you.



Elaine Austin
Chief Executive Officer



About Pieta

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 to those bereaved by suicide. We now have over 200 qualified therapists and support staff across 20 locations.

Over
60,000



**People reached
since 2006**

Vision, Mission & 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.



Darkness Into Light 2018, Phoenix Park.

Key Milestones and Achievements

Key Statistics:

- Over 60,000 people in suicidal distress or engaging in self-harm have come to Pieta for help since 2006
- In 2020, Pieta delivered;
 - over 52,000 hours of suicide intervention/bereavement counselling
 - over 70,000 crisis support calls/ texts were received from people in crisis or distress
 - over 600 households were directly supported having been bereaved by suicide
- Over 50% of clients presenting to Pieta are aged between 13 and 35 years
- Approximately 1,000 hours of therapy are provided to people across Ireland each week
- More than 80% of Pieta’s funding comes from public donations

Key Milestones in 2020:

- Pieta launched the National Referral Service number on 0818 111 126 for clients to book appointments
- Pieta launched Video Counselling services due to Covid-19 restrictions to ensure clients could still receive help
- With support from the HSE National Office for Suicide Prevention (NOSP) Pieta launched services in Cavan and Monaghan in April 2020. Covid-19 prevented face-to-face service initially but therapists were operating by phone and video. One client, in particular, noted how they would not have attended for face-to-face and really welcomed the anonymity of phone therapy
- The annual Darkness Into Light event was cancelled and adapted to The Darkness Into Light Sunrise Appeal
- Pieta’s Christmas Appeal was launched in November
- Pieta launched a new brand image in February 2020
- Know the Signs, Pieta’s Awareness Campaign, launched in September 2020

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50% of clients presenting to Pieta are aged between 13 and 35 years.

The Scale of Our Services

Counselling

Pieta provides essential counselling to people experiencing suicidal ideation, engaging in self-harm and those bereaved by suicide. The team of over 200 counsellors and support staff adapted immediately to a new set of circumstances and maintained a full service while adhering to all government guidelines.

Bereavement Services

The Suicide Bereavement team provides support to families and communities in the immediate aftermath of being bereaved by Suicide. In 2020, they reached over 600 households through this service.

24-hour Helpline

The 24-hour Helpline is available for people throughout Ireland who are in need of immediate support at a time of suicidal crisis. In 2020, the team answered over 20,000 calls and responded to 44,480 texts from people in crisis.

Resilience Academy

The Resilience Academy team managed to deliver 170 sessions to over 4,000 students before the pandemic hit. Since then they have been working to adapt their programs to a remote environment and maintaining relationships with schools.

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In 2020, our bereavement services reached over 600 households.

Overview of Services

Prevention

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

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

Intervention

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

Our strength based and solution focused method. This involves twelve sessions of free counselling, initially twice a week, and provides clients with a new perspective on the problems they're experiencing now.

Postvention

Postvention practice is our Suicide Bereavement service.

We provide free counselling, therapy and support to those who have been bereaved by suicide. This service provides Suicide Bereavement Liaison Officers within 8 weeks of a death by suicide, and Suicide Bereavement Counselling from 8 weeks on.



Client Story

Aoife's Story*

This time last year, we nearly lost our daughter. Our beautiful, funny, courageous daughter. She was just 16 years old. She was in the darkest place and we had no idea how to help her. But thanks to Pieta and all the incredible people who support Pieta every day, my daughter's life is filled with joy and hope again.

When I was out for one of my many 'lockdown' walks, I saw a young woman walking towards me wearing one of Pieta's yellow Darkness Into Light t-shirts. And I suddenly started to cry. I couldn't stop. I just wanted to rush over and hug her and tell her how grateful we are. The work Pieta does is just extraordinary, and they really need our help.

Because I know that the counselling and care that my daughter received from Pieta was only possible because of wonderful people like you who are kind enough to support Pieta through events like Darkness Into Light.

To feel that much love and kindness surrounding you, helping you and caring for you and your family, is just overwhelming.

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We now operate in 20 locations across Ireland.

* Names have been changed in this story.

Staff Story

A reflection on Pieta in 2020 and hopes for 2021

Rachel Murphy, Co-Director of Fundraising

Rachel Murphy is the Co-Director of Fundraising at Pieta – a role she shares with her Co-Director Sinead Price – having joined in January 2020. She has 15 years experience in the not-for-profit sector having previously worked with Focus Ireland and Shelter in the UK.

Just six weeks after joining the organisation, Pieta faced the prospect of having to cancel its annual Darkness Into Light event which, at the time, was responsible for about 50% of our total fundraising income.

"2020 was an extraordinary year on so many levels for all of us as individuals and for Pieta. The most immediate challenge Pieta faced in 2020, as a consequence of the Covid-19 crisis, was the risk posed to our flagship fundraising event Darkness Into Light. Darkness Into Light represents half of all fundraised income for Pieta annually. Restrictions on public gathering meant that this vital source of funding was in jeopardy which, in turn, would have significant consequences for our ability to provide lifesaving services for our clients.

In response to the crisis, along with Electric Ireland who proudly support Darkness Into Light, we quickly redesigned the Darkness Into Light appeal – the resulting campaign 'The Darkness Into Light Sunrise Appeal (a socially distant event) – galvanized public support and brought amazing buy-in from The Late Late Show. Ultimately the campaign succeeded in raising more than

€4 million in donations to support our services. I am hugely proud of the incredible hard work, resilience and commitment shown across the Darkness Into Light team, and our Darkness Into Light committees, to achieve this in the face of such adversity.

Covid-19 presented several challenges and a level of uncertainty we have never faced before. We had strong support from our Board of Trustees and our Funding and Engagement Sub Committee, who bring their expertise and knowledge to help us with planning and supporting at times of uncertainty. We are also hugely grateful for the unwavering support of our donors who have been incredibly generous and have come out to show their support in the most amazing ways."

Pieta is an organisation that Rachel has watched grow over the years. She has long admired the grassroots support and community fundraising model with its message of hope.

"Unfortunately, because of the prevalence of issues around mental health, suicide ideation, self-harm and bereavement by

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Unfortunately, because of the prevalence of issues around mental health, suicide ideation, self-harm and bereavement by suicide, Pieta holds a special place for most of us in our own personal lives, our families, and communities.

suicide, Pieta holds a special place for most of us in our own personal lives, our families, and communities. We take a lot of pride in the fact that Pieta provides an amazing service, that's free for everyone in crisis and for those who have suffered a bereavement.

I am so impressed by the lifesaving work that Pieta provides every single day – it is a vital service for people who feel they do not want to live anymore. The therapists at Pieta inspire me so much. They work with clients, help them out of a dark place and bring them to a place where they feel hope for themselves and for their future.

The people whom I've met and who have come through the service, speak so passionately about the difference Pieta has made in their lives. To be part of something that so positively impacts people's lives is special. That's an experience that's been had by people all around Ireland, demonstrated by the overwhelming support we receive from communities, companies and the public. It's wonderful to be part of this”.

Pieta in 2021

“The main objective for Sinead and I, as Fundraising Directors, is to look at how we broaden our appeal and diversify our fundraising income so that we have a long term and sustainable income for the organisation. That enables us to plan and guarantee that we can continue to deliver our free services to clients who need us now and into the future.

Post Covid-19, I'm really looking forward to meeting – in person – the Darkness Into Light Committee members and companies who supported us through this difficult period, whom I've only met virtually this past year. I look forward to getting to know better our donors who have supported Pieta year after year. We've learned a huge amount about working in different ways and innovating through the last 14 months of Covid-19 and I hope we can take that forward to have an even better impact on our clients. There are a lot of exciting plans in our fundraising team for new ways to connect with people, either through social media, through events or through new campaigns that we're developing and I'm excited to see how our supporters respond to these initiatives”.

Clinical Review

Pieta Research

In 2020, the Pieta research team conducted a number of studies to explore key therapeutic methods that Pieta uses and how we can expand on these. The research provided valuable insights to the team and will help Pieta develop the service based on the findings.

1. University College Dublin & Pieta Report

Objectives:

- 1. **To review evidence based therapeutic interventions for clients aged under 18.**
- 2. **To explore the experiences of practitioners working with Pieta with this client group.**

Activity:

This research was commissioned by Pieta in 2019 and was funded by a grant from the National Office of Suicide Prevention. The research ran for the calendar year of 2020. The focus of this research was: (i) an analysis of the international evidence-base for therapeutic interventions for clients under the age of eighteen who are experiencing suicidal ideation and/or self-harm; (ii) a thematic analysis of the experiences of practitioners working within Pieta with this client group.

- 1. A systematic search of over 11,500 peer-reviewed publications identified 76 relevant studies. Data from each of these studies was extracted for further analysis. The evidence from these studies provides support for the benefits of Cognitive Behaviour Therapy, Dialectic Behaviour Therapy (Adolescence) and Family Therapy to treat those under 18s who are suicidal or self-harm. Family components were included in most interventions (53/76) recognizing the importance of the family context for adolescent recovery.
- 2. A series of online focus groups with Pieta therapists explored their experiences of using the Pieta Way, how they make best use of the Pieta Way with clients aged under 18 and their experiences of therapeutic work during Covid-19.

2020

The research ran for the calendar year of 2020.



2. The Resilience Academy

Objective:

To provide a review of literature relating to national and international school-based mental health programmes and compare these to the Resilience Academy.

Activity:

The literature review was completed in October 2020. This document highlights the effectiveness of school-based mental health programmes and appraised the Pieta Resilience Academy against current best practice. Mental Health Literacy programmes and Social and Emotional Learning programmes are described and core indicators of successful programmes are outlined including (1) adopting a multi-tiered system of support, (2) adopting a whole-school approach, (3) the use of theoretically-informed, evidence-based programmes and consistency, (4) programme sustainability, and (5) evaluation.

3. Crisis Helpline

Objective:

To provide information on crisis helpline foundations and practice principles, crisis helpline callers, and caller pattern and behaviour.

Activity:

This document was completed in November 2020 and provides an overview of crisis helpline approaches/theoretical underpinnings (emotional support and non-judgmental listening and collaborative problem-solving), caller profile and behaviour, and reasons for calling crisis helplines.

This review of the literature highlighted the need for clear articulation of nature and service delivery model of crisis helplines. Caller profiles and reasons presented by the majority of callers are similar across the literature. For example, females are more likely to call crisis helplines than their male counterparts and callers' reasons generally involve suicide, mental health difficulties, relationships and loneliness.

	January - March 2020	April - May 2020	From September 2020
	Delivered	Scheduled	Expression of Interest
Schools	46	25	145
Classes	170	95	546
Students	4,202	2,306	13,816

Clinical Review

4. Impact of Covid-19

Objective:

To provide information on the impact of Covid-19.

Activity:

The following questions were answered with reference to published research and reports:

(1) What impact has Covid-19 had on mental health in Ireland?

The early studies reviewed highlight widespread stress among the general population, with specific reports of anxiety and depression. Other difficulties reported include loneliness and reductions in life satisfaction.

(2) How do we think the pandemic will influence mental health over the coming 12-18 months?

The ongoing public health measures may have a negative impact on mental health. Researchers suggest that suicide and suicide attempts may rise after (or during) the global pandemic, especially among populations at risk. Furthermore, the Covid-19 pandemic will precipitate an economic recession and research has demonstrated that recessions are damaging to mental health and well-being.



Pieta Therapist, Leigh Kenny

Pieta Model

The Pieta Suicide Intervention Model is a strengths-based, solution-focused approach, which includes elements of **Cognitive Behavioural Therapy (CBT)** and **Dialectal Behaviour Therapy (DBT)**. The CBT approach has been proven to reduce the tendency for suicide attempts and the DBT approach has been shown to have a visible effect on self-harming behaviours. Primarily, Pieta therapists focus on addressing risk factors and enhancing or developing protective factors in a caring and empathetic way to resolve the current crisis and prepare the client for future suicidal crises.

Throughout the therapeutic journey, the main aim is to build up the client's protective factors, and to lessen the impact of risk factors. The protective factors are used to strengthen clients will to live by introducing alternative coping strategies and thinking styles. The model supports and builds these factors in order to prevent against and prepare the client for future suicidal crises, while simultaneously reducing the risk factors for suicide. The Pieta model supports therapists to have direction and structure while working with those in crisis.

The core focus for Pieta therapists is engaging the client in a professional and compassionate manner.

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I believe the Pieta Model facilitates containment for the client at a time of crisis, provides structure at a time of chaos, and nurtures a renewed sense of empowerment and hope.

Rionach Campbell
Lead Therapist
Pieta Lucan

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I think the Model not only provides a structure for therapy but it also creates a framework to keep both the client and therapist safe given that the work we do is crisis intervention.

Josephine Kieran
Lead Therapist
Pieta Midlands & Cavan/Monaghan Outreach

Clinical Review

Impact of Covid-19 on the Provision of Therapy

With the announcement of Covid-19 restrictions in March 2020, Pieta moved all clinical services from face-to-face to working remotely from home over the weekend of 14-15th March, with phone therapy being available to all clients who, at the time of the restriction announcement, were receiving in-person therapy from our centres nationally. This was an exceptional feat and demonstrated the commitment and dedication of all our clinical staff.

Like everyone in Ireland and the world, the changes in how we lived and worked presented a challenge for staff and clients. Some clients did not wish to continue their therapy by phone but were placed on a separate waitlist to return to their in-person therapy when restrictions eased, with the option of regular check-ins being available. We also found that for some clients the opportunity to receive therapy via the phone made it more appealing; clients did not have to travel and there was a certain level of anonymity.

Throughout 2020, we continued to provide phone therapy but also worked on our Covid-19 return to the workplace policy to allow the option of in-person therapy. As an essential service, we can operate in-person therapy services but we also needed to ensure the safety of our staff and clients. The level of in-service therapy is dependent on government restrictions. During quarter four, our centres commenced in-person therapy however during level five restrictions, this is limited to children and adolescents and high-risk adult clients.

In October 2020, Pieta launched a new nationwide, free video counselling service. The video counselling service is provided by fully accredited therapists who have received specific training in the delivery of video therapy and has allowed Pieta to bridge the gap for those who may be restricted through lockdown.

The expansion into video therapy has increased our accessibility by providing another option for those who felt that therapy via phone would not benefit them during the lockdowns associated with Covid-19. Clients could still see their therapist and establish that connection that so many speak about and build that trust.

Notwithstanding Covid-19 travel restrictions, video therapy has also accommodated those who had issues with public transport/ no mode of transport, those who are physically disabled or unable to travel, for example, due to childcare or work commitments.

The impact of Covid-19 has provided us with the opportunity to increase nationwide access to our services with the provision of in-person therapy in line with Covid-19 safety guidelines, phone and video therapy.

2020

New nationwide, free video counselling service launched.



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The Suicide Bereavement Liaison service provided extra support sessions to clients in order to support them with the impact of Covid-19 and isolation.



Suicide Bereavement Liaison Service

In 2020, The Suicide Bereavement Liaison service continued to provide support to individual, families and communities bereaved by suicide. We currently have 12 Suicide Bereavement Liaison Officers working across Ireland.

The Suicide Bereavement service gives practical and emotional support. The aim of the service is to provide a prompt response, giving ongoing support, facilitate referrals, work closely with key agencies, provide community support, and identifying those at risk. The service provided support to clients bereaved by suicide over the phone and, where appropriate, saw clients face-to-face following HSE health guidelines regarding Covid-19. Communities impacted by suicide continued to be supported by the introduction of online community responses. This involves small groups of 6 to 8 people who have been impacted by suicide, from an organisation or community setting. This is offered 10 days after a loss to the community. It provides psychoeducation around the grieving process to suicide which helps normalise the impact of a loss through

suicide. It also supports the community in knowing what to do and how to support others whom they are concerned about. This has been piloted and the feedback has been that the information was helpful and participants were glad they attended.

The Suicide Bereavement Liaison service provided extra support sessions to clients in order to support them with the impact of Covid-19 and isolation, given the fact that funeral rituals have been curtailed. The SBLO has supported clients in finding other rituals to help them during this time, such as planting a tree in memory of the person they lost and supporting the person after attending a funeral online, supporting clients with inquests where they could not attend physically. The SBL service continued to liaise with other agencies and works closely with the Research Office for Suicide Prevention, Gardaí, mental health services and other agencies who have contact with those bereaved by suicide. Towards the end of the year, the SBL service was working on providing online support to all their clients, which will be commenced in 2021. Like all other services, Covid-19 has affected the delivery of the SBL service, however 2020 was a year to adapt and change in order to continue to meet those bereaved by suicide.

Clinical Review

Helpline

The Pieta Helpline offers crisis intervention to anyone experiencing suicide ideation, engaging in self-harm, or those bereaved through suicide. Whilst also providing support, information and psychoeducation for those supporting people in crisis.

Our helpline is staffed 24 hours a day by qualified and experienced therapists, supporting service users through phone and text-based intervention. It is accessible from anywhere in Ireland, ensuring those in isolated areas or difficult circumstances have access to free therapeutic supports. 2020 recorded a dramatic increase in individuals accessing support through our 24 hour Crisis Helpline service and seven additional Helpline Therapists were employed to meet this service demand.

In response to Covid-19 and government advice, we moved our Helpline team to remote operating in March 2020. For this to be possible, it was necessary to implement a new internet-based telephony system to ensure we could continue to deliver a high quality, efficient & reliable service remotely.

This new system has allowed us to answer calls to the Helpline whilst working from anywhere in The Republic of Ireland and has added great flexibility to our service by way of recruitment. In addition to this, our new system allows us to increase the number of therapists on shift at any one time, ensuring we can respond to peak periods efficiently when required.

The introduction of this system has seen a significant change to the way we work and for our Helpline team. In this implementation process, training, laptops, high-quality headsets and mobile phones were required and provided to each of 21 employed Helpline therapists and our team of sessional Helpline therapists.

We recognise the nature of this service requires that we look after the wellbeing of our staff, especially in light of the transition to remote work. This year we placed further focus on this, introducing further support to our helpline therapists to aid them in their work, including monthly online group supervision, individual external clinician supervision twice per month, and our Pieta **Employee Assistance Programme**.

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Our helpline is staffed 24 hours a day by qualified and experienced therapists, supporting service users through phone and text-based intervention.

The Impact of the Resilience Academy

The Resilience Academy is Pieta’s prevention service targeting young people in their second year of 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.

In March 2020, as a consequence of the pandemic and public health restrictions, the Resilience Academy programme was paused as schools across Ireland closed. Therefore, the six-week Resilience Academy programme could not be delivered. Although schools did open in September 2020, it was still not possible for facilitators to visit the schools to deliver the programme in person. To ensure there was a continuation of the service, the team created a digital version of the programme reflecting the new needs of the schools, teachers and students.

With the support of the teachers in the classroom, the Resilience Academy can be delivered in a safe and controlled environment. The accompanying workbooks enable the students to interact with the programme by completing the planned activities.

Two main programmes were required;

1. Three-week ‘Refresher course’ for previous participants of the main programme
2. A ‘Building Resilience’ session for schools who are new to the Resilience Academy

These new programmes will be delivered from April 2021 when students return to school. It enables the Resilience Academy to share important protective factors and emotional skills with those 13,816 students who were due to engage with the programme before the pandemic.

13,816 

Students were due to engage with the programme before the pandemic.



Fundraising & Marketing Review

Community fundraising

Pieta supporters raised €16.5 million in 2020 and we want to thank all of our supporters for the impact they make possible and for helping to create a world where suicide, self-harm and stigma have been replaced by hope, self-care and acceptance.

€16.5m 

Raised in 2020

Darkness Into Light

The Darkness Into Light Sunrise Appeal, proudly supported by Electric Ireland

Darkness Into Light was anticipated to bring in more than €5 million, and not even two months out from our flagship event, the Irish government made public the first set of restrictions to tackle the Covid-19 pandemic. With heavy hearts, the management and board of Pieta announced that Darkness Into Light 2020 would be postponed until further notice.

The financial implications of the postponement were to be significant throughout the organisation and resulted in the Darkness Into Light team needing to find ways to source emergency funding to support Pieta's free lifesaving suicide prevention services. With the support of our long-term partner and sponsor, Electric Ireland, the Darkness Into Light Sunrise Appeal was created and a beacon of hope began to shine.

As the situation surrounding the pandemic evolved, so too did the strategy and planning for the appeal. On 20th April 2020 and with the invaluable support of our sponsors, Electric Ireland and our Darkness Into Light committees the appeal was officially launched to the media and online. Pieta, Electric Ireland and our Darkness Into Light committees urged the public to donate online to ensure that Pieta's essential

frontline services could remain in operation and continue to be delivered free of charge.

The Sunrise Appeal asked people to come together while remaining apart by getting up at 5:30 am on 9th May to watch the sunrise and to show community and solidarity with those impacted by suicide. To drive the message of hope and solidarity, Pieta and Electric Ireland worked with The Late Late Show to deliver an incredibly special show dedicated to Darkness Into Light and Pieta's impact.

The team worked alongside the show's producers and our partners at Electric Ireland to build a stellar line-up of guests on the show to support Pieta. Guests on the night included former President Mary McAleese, Adam Clayton, Pierce Brosnan, Mary Black, Frances Black, Mary Coughlan, Sharon Shannon and astronaut Chris



“

By midnight, a record-breaking €2 million had been donated by the public through The Late Late Show, including a €100,000 donation from Electric Ireland.



Hadfield. The plaza at RTÉ was lit up with lights each representing a person who had died by suicide in Ireland in 2019.

Paul McEvoy, a former Pieta client, spoke about losing his brother to suicide and his battles with mental health, and Pieta CEO Elaine Austin urged the public to get behind the appeal and show their support for Pieta during this very challenging time.

The outpouring of support on the night was phenomenal leaving everyone at Pieta awestruck and emotional. By midnight, a record-breaking €2 million had been donated by the public through The Late Late Show, including a €100,000 donation from Electric Ireland. The Irish people made an unmistakable statement – that they truly value the work of Pieta, and that they want to ensure that the support we offer is always available to those who need it, free of charge.

As the day dawned on 9th May in Kinsale, Co. Cork, a parade of around 50 emergency vehicles, flashing their lights, met daylight with blue light, and across Ireland, thousands of people got up early to show their solidarity, and to remember. Images and videos were shared on social media by people from all corners of the country as they declared their support of Pieta and the lifesaving services we provide to those in crisis, during their darkest hours.

More than €4 million was raised through the Appeal, and these funds allowed Pieta to continue operating throughout 2020, and to be there for those in suicidal crisis or self-harming, and to those who had been bereaved by suicide. Pieta would like to thank our long term Darkness Into Light partners, Electric Ireland, our DIL committees and every member of the public who supported this appeal.

Darkness Into Light

Darkness Into Light
a Community Movement

In 2009, in the Phoenix Park in Dublin, 400 people set off on the inaugural Darkness Into Light 5km walk to raise funds for Pieta. From small beginnings, the movement has continued to grow, and around 200,000 people now take part in the event annually.

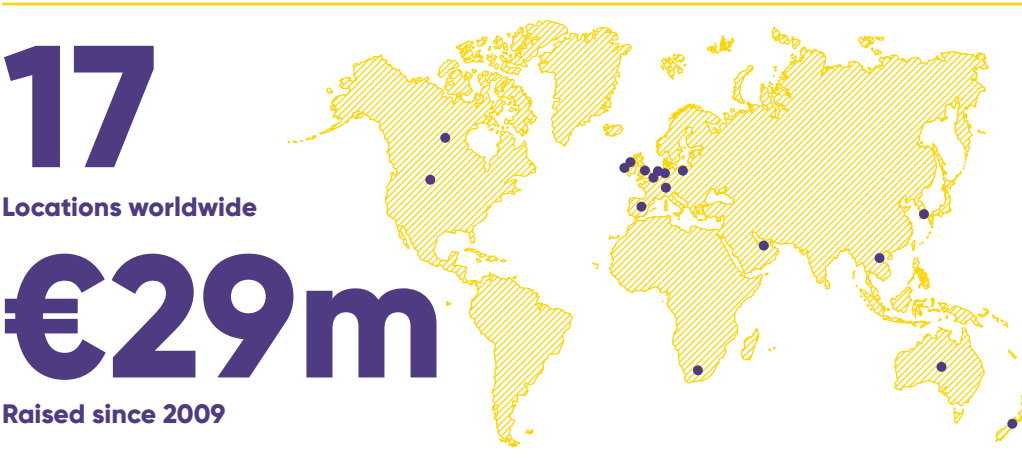
Each year the walk provides an opportunity for people to connect with their local community and to show their support for those who have been impacted by suicide. Our team of dedicated volunteers, in Ireland and overseas, return year on year to make the event a success and to help us all continue to raise awareness in the global fight against suicide and self-harm. In 2013, Pieta was delighted to welcome Electric Ireland on board as the sponsors of Darkness Into Light.

Since Darkness Into Light began, our supporters have helped us raise almost €29 million, which has enabled us to keep

our doors and our 24/7 helpline open for people in crisis, free of charge. In 2012, our first international event took place in London, and since then our international partner charities, from Seoul to Spain and New Zealand to the Netherlands, have benefited from an investment of over €3.5 million in local mental health support services.

Darkness Into Light locations 2020

- Australia
- Belgium
- Canada
- Great Britain
- Hong Kong
- Republic of Ireland
- Isle of Man
- Luxembourg
- Netherlands
- New Zealand
- Northern Ireland
- Poland
- South Africa
- Spain
- Sweden
- Switzerland
- USA



Darkness Into Light

Meet Sinead Ronan Wells

A Darkness Into Light advocate first,
 Pieta employee second.

It started at a meeting in Pieta Lucan in 2008 with a handful of volunteers and an inspiring idea to support grieving families who have been impacted by suicide. Fast forward to 2020 and our volunteer is now a key member of the Pieta Leinster fundraising team and well known to Darkness Into Light committees throughout the province. We take a look at Sinead Ronan Wells' story of how she has seen Darkness Into Light grow from an awareness event in Phoenix Park to a worldwide movement.

Sinead and mum Dolores were aware of the impact caused by suicide and the stigma attached to suicide that existed at that time and did not hesitate to help out a family friend and Pieta founder, Joan Freeman when she told them about the idea for Darkness Into Light. Dolores was on the first-ever DIL committee and, in turn, asked Sinead to get involved. Other members of that original committee were Suzanne Graham the pastor in the local school in Clondalkin at the time, Avril Copeland, Lisa Darley couple, John & Gertie, who had recently lost their son to suicide, and Pieta representative, Cathy Kelly.



Sinead and her family, Darkness Into Light

Darkness Into Light



After Darkness Into Light, I'm filled with pride and exhaustion. Each year, I'm so proud of the growing number of participants involved and particularly the committees.

Over the years, as the Darkness Into Light phenomenon has spread throughout Ireland, Sinead's roles have varied from venue set up & security, securing corporate sponsorship to managing social media. In a flash, Darkness Into Light went from a single event with 400 participants to multiple locations throughout the country with crowds soaring into the thousands.

However, as the event was growing, there was still a lot to improve in relation to the stigma around suicide in Ireland as Sinead recalls.

"In the early years of Darkness Into Light some people were reluctant to get involved in the event, there was a lot of anonymous donations because people didn't want to be associated with suicide. At that time there was a lot of fear about talking about suicide and it was, for many, a taboo subject. As Darkness Into Light grew and developed and reached more communities I could see attitudes changing – it's amazing to see people talking about and helping to raise awareness of suicide. Darkness Into Light has played an important role in helping to raise awareness of suicide and self-harm throughout Ireland."

By 2011/2012, interest in the event was growing even more and Pieta sought the help of Athletics Ireland to support the Phoenix Park event. Demand and interest

continued to grow rapidly and in 2013, Darkness Into Light was proudly sponsored by Electric Ireland. In 2015, Sinead found herself working part-time for Pieta on Darkness Into Light using her hands-on experience to develop and grow the event throughout Ireland and to recruit and work with volunteer committees, Sinead is now a full-time member of the Pieta and Darkness Into Light team and continues to bring the same enthusiasm to Darkness Into Light each year as she did at 4.30 am in Phoenix Park in 2009.

"After Darkness Into Light, I'm filled with pride and exhaustion. Each year, I'm so proud of the growing number of participants involved and particularly the committees. There are so many amazing committee members that have been involved for so many years, they are so inspiring, not just in what they do for Darkness Into Light but the help and support they give to their local communities all year round."

In 2020, no group gatherings were permitted but there was still hope and magic at sunrise on May 9th and we will all gather together again to unite at sunrise.

"There's a sense of adventure, leaving the house in the dark, to be part of a large movement of people all over Ireland, walking from that darkness into the light. Darkness Into Light has become a yearly tradition for a lot of families and friends who take part year after year. Some participate to remember a loved one lost or to show their support to those who may be in distress. The event displays an overwhelming show of support to bereaved families and to people that might be struggling themselves. It's a coming together of communities, an event of solidarity and hope in whatever way we can."

Fundraising Initiatives

On behalf of the Clients and Staff at Pieta, we would like to thank everyone who supported Pieta in 2020 and helped us to sustain our life saving work.

Pieta relies on the generosity of supporters to continue to provide a free, nationwide service to those engaging in suicidal ideation, self-harm or those who have been bereaved by suicide. Communities across the country came up with creative ways to continue fundraising even in the most challenging circumstances. It was inspiring to see and highlights the need for Pieta's services in communities.

#Run4Pieta

Early on in the pandemic, aware that charities like Pieta would feel the burden of Covid-19 restrictions and difficulties, two GAA clubs in Cork devised a fundraising initiative to both raise much needed funds and maintain community spirit with club members and the community. #Run4Pieta took place in April 2020 and both clubs ran for 72 consecutive hours to fundraise and raise awareness amongst friends and family. Having seen the success, fun and feeling of togetherness this event inspired in local communities, #Run4Pieta quickly became a nationwide event. Throughout the month of May over 110 GAA Clubs joined together in solidarity, while maintaining social distance, and took on the challenge of running, walking or cycling for Pieta. Club members, old and new, young and old joined forces to show their support for Pieta. Their collective efforts raised awareness of the life-saving support Pieta provides for those struggling with suicide and suicidal ideation and raised over €800,000 to ensure Pieta can maintain its free vital service.

#CleartheHead

#CleartheHead was a fundraising initiative run by students in DCU who lead the Darkness Into Light committee in the university. Participants chose to 'nominate a friend' to join them in shaving their locks. The students held an Instagram live event, to keep in line with government guidelines, where several nominees spoke and then shaved their heads & raised €14,640. There were several offshoot campaigns from this which raised almost €2,000, including RTE's Stephen Byrne, who shaved his head live on social media and raised €3,027.

Feel Good 2020

Feel Good with Pieta is a campaign made up of a series of events designed to **Connect** people, encourage us to **Be Active** and **Feel Good** as a result. With Covid-19 restrictions limiting travel and many summer activities, the fundraising department felt an earlier Feel Good programme would boost morale and encourage positive mental wellbeing at a time the public needed it most. Throughout July and August, events adhering to local government regulations took place across the country. The campaign was supported by Pieta's clinical team who provided important information on the importance of staying connected and keeping active which can help our mental health during a difficult period. Over 75 events including yoga, book clubs and endurance challenges raised €90,000 but more importantly, raised spirits.

Corporate Fundraising

Pieta is incredibly grateful to our community of corporate donors for their support and generosity throughout 2020.

Corporate partnerships are a key component of Pieta each year as we continue to reach our mission of breaking down stigma and facilitating conversation around mental health. To help achieve Pieta's mission and support organisations throughout Ireland, Pieta offers corporate presentations in the workplace covering topics of personal well-being and how to spot the signs of suicide in other people. In place of in-person presentations and conversations, the corporate team adapted the information to suit a virtual setting to ensure this important function continued in 2020 and beyond.

Pieta's corporate partners adapted to the challenge and were a pillar of support at a time when Pieta needed it most. Pieta welcomed several new corporate partners to Pieta which has provided invaluable support to the organisation and strengthened

outstanding relationships built over the years. Pieta is very appreciative of our partners who kindly engage in donations or virtual events, providing valuable funding and contributing to raising awareness of how Pieta can help and what each individual can do if they are worried about themselves or a loved one.

Pieta is very grateful to have the vital support of many corporate partners like Applegreen, AIB, PTSB, Microsoft, Lyons Tea, Nestle and Jo Malone. Without the support of our family of companies across Ireland, we could not continue to offer our free-life saving supports to those experiencing suicide and suicidal ideation on such a scale. We were so grateful to all at AIB for all of their fundraising initiatives throughout the year and for their generous support in 2020. Their continued support is helping Pieta continue to provide our services.

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Without the support of our family of companies across Ireland, we could not continue to offer our free-life saving supports to those experiencing suicide and suicidal ideation on such a scale.

Pieta was also delighted to receive Covid-19 relief donations from many companies across Ireland. Liberty Insurance launched a scheme enabling policyholders to claim back a portion of their motor premium or choose to donate the amount to Irish charities providing Covid-19 relief as part of an online initiative by the insurer. Pieta was one of three charities chosen along with ALONE and Barnardos to benefit from the scheme and was delighted to receive a cheque for €618,000 from Liberty Insurance. Pieta would like to sincerely thank the staff and customers of Liberty Insurance for their kindness and generosity.

7th April, 2020 marked the launch of Pieta’s partnership with Applegreen. Whilst every organisation across Ireland experienced huge challenges Applegreen’s support for their partner charities did not waver and Pieta was delighted to work with stores across Ireland on FeelGood. The weekend full of activities ran from 3rd – 6th July. There were fun, games and events happening in stores nationwide to make people FeelGood while also raising money for Pieta. Throughout the weekend, Applegreen helped raise awareness and raised €48,000 to support Pieta in keeping

our doors open and our services free for young people across Ireland. Pieta was also grateful to receive donations from the Applegreen Charitable Fund throughout the year, every time a customer makes a purchase in-store, 1c is donated to the fund at no extra cost to the customer and distributed to Applegreen’s partner charities. Staff, customers and suppliers went above and beyond with their generosity.

“
Pieta’s corporate partners adapted to the challenge and were a pillar of support at a time when Pieta needed it most.



€48k
Applegreen helped raise awareness and raised €48,000 to support Pieta in keeping our doors open and our services free for young people across Ireland.

Pieta Rebrand

February 2020, Pieta undertook a new brand identity. The organisation needed a new image and identity for a new Ireland to reach out to all regardless of age, gender or ethnicity. Pieta is an inclusive organisation providing free counselling for all those in need. The brand identity needed to reflect this inclusivity.

Ireland as a nation is evolving with a greater mix of cultures and beliefs than ever before. With that in mind, the image has been made more contemporary, building on a much-loved brand by removing the word 'house' from the name - now simply known as Pieta. We removed the Pieta symbol in our logo, updated our font to a bolder design and added a simple sunray to reflect the hope that a new day brings. Alongside the logo, new brand colours were introduced. Bright and vibrant yellow, purple and orange echo the symbol of hope into the addition of being modern and instantly recognisable with the ability to work on different backgrounds.

Alongside the rebrand, was the launch of the new website. Insights from our website review concluded that over 60% of our audience visited our website on a mobile device, yet we had never optimized our website for mobiles. Some key pages such as our donation page were inaccessible from mobile view. The website has now been simplified and is now more accessible on different screen sizes. The new design has a more contemporary, brighter look and feel

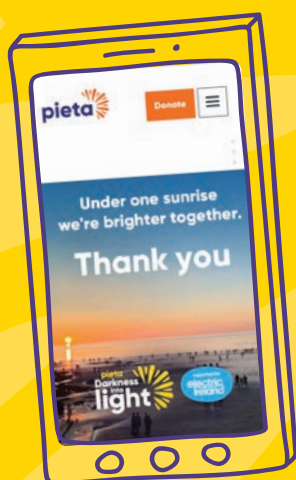
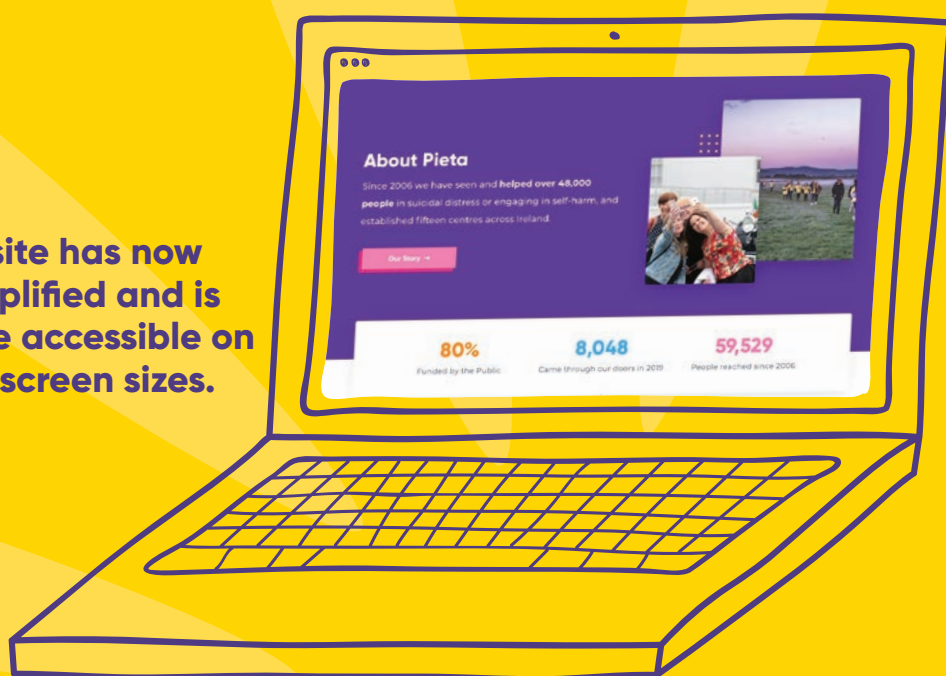
and features our new brand colours which reinforce our new visual branding. Our three main new colours perfectly distinguish and highlight the hierarchy of our content. The new website allows people in crisis to access the help they need quickly and efficiently and more advice for those who are looking to help someone else. There's more information and resources for those who donate or volunteer on our behalf and a new section to thank those who fundraise for us.

From the 17th February launch date, the new logos were provided to all fundraisers, corporates, and supporters. Our video explaining the redesign was posted across all online platforms upon rebrand launch to ensure the public, Pieta supporters, and volunteers understand the rationale for this move. There has been a gradual change of all hard copy collateral, with brochures, leaflets, posters and t-shirts being used in full before distributing the new collateral. The success of the rebrand would not have been possible without the support and generosity of the agencies who helped develop and deliver Pieta's new image pro-bono.



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The website has now been simplified and is now more accessible on different screen sizes.



60%

Insights from our website review concluded that over 60% of our audience visited our website on a mobile device.



Financial Review

17%



Overall, grant income makes up 17% of our income.

Trustees and Other Information

Trustees

Ashley Balbirnie
Karen Cohalan
John Dolan
Kathryn Mary Holly
Ros O'Shea
Fiona Tierney
Anne Bradley (Appointed 01/09/2020)
John Casey (Appointed 01/09/2020)
Regina Doherty (Appointed 01/09/2020)
Dr Ellis Hennessy (Appointed 01/09/2020)
Mary Walshe (Appointed 01/09/2020)
Fergus Clancy (Resigned 19/10/2020)
Brendan Lenihan (Resigned 26/01/2020)
Declan O'Neill (Resigned 29/09/2020)
Celine Fitzgerald (Appointed 01/05/2021)

Company Secretary

Declan O'Neill
(Resigned 24/11/2020)

Denise Cronin
(Appointed 24/11/2020)

Chief Executive Officer

Elaine Austin

Charity Number

16913

**Charities Regulatory
Authority Number**

20062026

Company Number

405780

**Registered Office
and Business Address**

First Floor
Greenhills Retail Park
Greenhills Road
Tallaght
Dublin 24

Auditors

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

Bankers

Ulster Bank
Main Street
Lucan
Co. Dublin

Allied Irish Bank
Main Street
Lucan
Co Dublin

Solicitors

Mason Hayes & Curran
South Bank House
Barrow Street
Dublin 4

Trustees' Annual Report

for the year ended 31 December 2020

Governance

The Board of Trustees ensures that the vision, mission and values are upheld and realised in practice through the adoption and implementation of strategic plans and regular oversight of their implementation. The Board is responsible for exercising all the powers of the organisation and has collective responsibility for all of its operations. As an organisation with professional staff, where Trustees have no role in the day-to-day running of the company, the Board operates by devolving responsibility for the conduct of its business to a CEO and in turn through her to other staff. The Constitution of Pieta outlines how the charitable company is governed. It is a reserve function of the Board of Trustees to approve all staff appointments and the remuneration of any appointee. The Board are responsible for approving the charity's compensation framework and for approving any changes to the charity's compensation strategy and framework.

Pieta also executes oversight of its activities with four committees that are chaired by a Board member and supported by specific management expertise – Clinical and Advocacy; People and Culture; Funding and Engagement; and Risk, Audit and Finance.

From 26 March to 03 June 2020, a special Covid-19 steering committee was established to oversee the development of financial and operational plans to deal with the impact from the restrictions imposed by the Irish Government to deal with the Covid-19 pandemic. Pieta's single biggest fundraising event in 2020, Darkness Into Light had to be cancelled, creating an immediate financial crisis for the organisation. The committee met eight times and recommended approval of restructuring and emergency fundraising initiatives to the Board. It also oversaw the successful receipt of emergency funding from the Health Services Executive. Having overcome the financial crisis, the committee was stood down and the governance procedures returned to business as usual.

Structure and Management

The Directors of the company are also Pieta's Trustees. The Constitution provides for a minimum of three Trustees and a maximum of 25. The rules, detailed in Sections 42 to 68 of the Articles of Association contained in its Constitution, govern the appointment of Trustees. The Trustees welcome and review applications for board membership before approval. In line with the Code of Business Conduct for Trustees of Pieta House, training and induction is provided to all new Trustees and to existing Trustees on an ongoing basis.

Trustees

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

Ashley Balbirnie

(Trustee and member of Funding and Engagement and People and Culture Committees)

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

Anne Bradley

(Appointed 01 September 2020 – Trustee and member of Risk, Audit & Finance and the Clinical Advisory & Advocacy Committees)

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 programs and new business models.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

John Casey

(Appointed 01 September 2020 –
Trustee and member of Risk,
Audit & Finance Committee)

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

Fergus Clancy

(Resigned 19 October 2020 –
Former Chair of Board of Trustees)

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

Karen Cohalan

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

Karen is a commercially focused leader experienced in the not-for-profit, public and private sectors and a Chartered Accountant with an MBA from Henley Business School and a Professional Diploma in Corporate Governance from UCD. Karen is passionate about supporting people to reach their potential. She is qualified as an executive coach and psychotherapist working in private practice.

Regina Doherty

(Appointed 1 September 2020 –
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, a Member of Joint Oireachtas Committee on Finance, Public Expenditure & Reform.

John Dolan

(Trustee and Chair of Funding and
Engagement Committee)

John is a chartered accountant with experience as non-executive director, Board member and chairman of a number of company boards and sub-committees. John has a wide breadth of experience from over 20 years of advising Irish companies at board level across sectors as an executive and in working closely with management teams in executing upon agreed plans. John has experience in helping organisations of similar size to Pieta to grow and develop their services through a Board level focus on strategy, organisational structure, finance and funding.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

Celine Fitzgerald

(Appointed 1 May 2021 –
Trustee and Chair of the Board)

Celine serves on a number of boards including VHI health and Wellbeing DAC and the board of 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 5 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 in an executive and non-executive capacity.

Ellis Hennessy

(Appointed 1 September 2020 –
Trustee and Member of Clinical Advisory
and Advocacy Committee)

Ellis is a Professor of Developmental Psychology in the School of Psychology, University College Dublin, Ireland and co-founder of the School's Youth Mental Health Lab, which promotes research in all aspects of youth mental health. Her research focuses on stigma and help seeking associated with mental health problems in childhood and adolescence. Ellis 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 program 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.

Kathryn Holly

(Trustee and Chair of Clinical Advisory
and Advocacy Committee)

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.

Brendan Lenihan

(Resigned 26 January 2020 – Trustee)

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

Declan O'Neill

(Retired 29 September 2020 –
Trustee and Company Secretary)

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

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

Ros O'Shea

(Trustee and Chair of Risk, Audit and Finance Committee)

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.

Fiona Tierney

(Trustee and Chair of People and Culture Committee, Interim Chair of the Board (19 October 2020 to 30 April 2021))

A non-executive director of a number of private and not-for-profit companies, Fiona is on the board of Wells Fargo Bank International, Eircom (Holdings) Ireland Ltd, and the Irish Management Institute. She is a former Chief Executive Officer of the Public Appointments Service, which is the centralised provider of recruitment for the civil and public service in Ireland. Fiona is a Chartered Director of the Institute of Directors, and a Certified Bank Director. An Taoiseach appointed her as a member of the Top Level Appointments Committee. She is also 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.

Mary Walshe

(Appointed 1 September 2020 – Trustee and member of Clinical Advisory & Advocacy and the 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, Postgraduate Certificate in Neurosciences, 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 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 on a voluntary basis who bring specific expertise and independent insight to bear on the governance of Pieta. In 2020, these were:

- Colin Potts – Member of the Risk, Audit & Finance Committee
- Sharon Morrow – Member of the Risk, Audit & Finance Committee
- Paul Flynn – Member of the People and Culture Committee
- Carmel Murphy – Member of the People and Culture Committee
- Mary Horgan – Member of the People and Culture Committee
- Dr Xavier Flanagan – Member of the Clinical Advisory and Advocacy Committee

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

Board Attendance

Attendance of Trustees at Board Meetings and Committees 2020

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 and Culture		Clinical & Advocacy	
	A	B	A	B	A	B	A	B	A	B
Ashley Balbirnie	11	11			7	7	7	7	2	2
Anne Bradley	3	3	3	3					3	3
John Casey	3	3	3	3						
Fergus Clancy	9	9			6	6				
Karen Cohalan	11	9	3	3						
Regina Doherty	3	3			3	3				
John Dolan	11	11	3	3	7	7				
Dr Xavier Flanagan									5	4
Paul Flynn							7	4		
Eilis Hennessy	3	3							3	3
Kathryn Holly	11	10							5	5
Brendan Lenihan	0	0	1	1						
Sharon Morrow			3	2						
Carmel Murphy							7	7		
Declan O'Neill	9	6								
Ros O'Shea	11	11	4	4						
Colin Potts			4	3						
Fiona Tierney	11	11					7	7		
Mary Walshe	3	3			3	3			3	3

The company secretary who served during the year is as follows:

- Declan O'Neill (Resigned 24/11/2020)
- Denise Cronin (Appointed 24/11/2020)

The company is limited by guarantee and does not have a share capital. Therefore, the directors and company secretary who served during year did not have a beneficial interest in the company. All directors serve in a voluntary capacity.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

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, Elaine Austin, Director of Finance and Operations, Denise Cronin, Director of Human Resources, Lisa O'Brien, Director of Clinical Services, Emma Dolan, Co-Directors of Fundraising and Marketing, Rachel Murphy and Sinead Price.

2020 Objectives and Performance

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

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

In 2020 we:

- Delivered over 52,000 hours of intervention and bereavement counselling. (2019: 59,000)
- Received over 70,000 crisis calls and texts. (2019: 45,000)
- Directly supported over 600 households devastated by the loss of a loved one by suicide.
- Transferred all face to face counselling to phone instantly when travel restrictions were imposed
- Launched counselling via video last year in response to the Covid-19 crisis.

It is the ultimate act of despair, in a mental health crisis, to take your own life and the purpose of Pieta is to support people who are in crisis and the facts below point to the challenge we face:

- 50% of our clients are under the age of 25
- 1 in 4 of our clients came to us having attempted to take their own lives at least once previously
- Over 30% of our clients are categorised as being at 'high risk'

The model for counselling laid down in the Pieta Way© manual is adhered to across the organisation. Pieta is committed to delivering on "Connecting for Life", Ireland's National Strategy to Reduce Suicide (2015 – 2024). Since 2015, Connecting for Life has provided a nationwide, cross-sectoral approach to reducing self-harm and suicide rates in Ireland. It was due to end in 2020 but has been extended to 2024 to allow the strategy to continue a whole-of-Government and whole-of-society approach to suicide prevention, with a strong focus on implementation and outcomes, reflecting national and international best practice.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

Principal Risks and Uncertainties

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

Pieta mitigates these risks as follows:

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

Financial Review

The financial results for the year ended 31 December 2020 are shown in the Statement of Financial Activities. Pieta recorded a very strong financial performance during 2020 with income of €20.5m (2019: €13.4m) and expenditure of €12.5m (2019: €14.1m) leaving surplus funds for the year of €8.0m (2019: deficit €715k). Most notable is the extraordinary level of generosity and support from the public, corporate sector, and the State in response to the emergency funding appeal launched in April 2020.

Assets and liabilities at the reporting date were €14.2m (2019: €5.8m) and €1.2m (2019: €0.8m), respectively. Net assets held at the reporting date were €13.1m (2019: €5.0m).

At the outset of 2020, the Trustees were conscious of the pressure on fundraised income due to concerns over the potential economic impacts of Brexit and as such a prudent approach to the 2020 budget was taken with plans to reduce costs in certain areas, while seeking to maintain and protect the level of client services. A plan to restructure and consolidate a select number of management and administrative roles and to reduce the level of contract therapists (which are more expensive than employed therapists) was agreed. This plan was implemented in the first quarter of 2020. However, the onset of the Covid-19 Pandemic caused a severe financial crisis for Pieta due to the negative impact on income from public fundraising, particularly with the cancellation of Darkness Into Light.

At the outset of the crisis, the Board tasked management with developing a financial forecast, devising a survival plan, launching an emergency crisis funding appeal and restructuring services to a level that could be funded from reduced income.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

It is a testament to the community who support Pieta that the crisis appeal was so successful with €5m raised in the weeks following our 'Sunrise' campaign. It secured the future of Pieta for the near future. The Board and management had ongoing engagement with the HSE to secure more regular funding, with additional annual funding of €1.4m secured, commencing July 2020. There has been a focus on reducing the cost of delivery of services while providing therapy to more clients through the development of digital channels via phone, video and online, by restructuring the administration of clinical services and reducing the reliance on contracted therapist hours. While the Covid-19 pandemic threatened to crystallise some of the inherent risks in the Pieta funding model, the steps taken by the Trustees and management to mitigate these risks have strengthened Pieta's financial and operating position.

Financial Reserves

Total reserves at the end of the financial year are €13.1m, of which €0.2m is restricted.

Donors throughout the country generously supported Pieta with significant funds raised during the special Darkness Into Light Sunrise appeal in 2020. With State funding at the level of 18% (including the Temporary Wage Subsidy Scheme (TWSS)) of overall funding, Pieta has been able to provide services predominantly because of the generosity of its donors.

The high dependency on the annual Darkness Into Light (DIL) event to raise funds leaves the essential services that Pieta provides at significant risk with any reduction in fundraising.

This risk was realised by the Covid-19 pandemic with the cancellation of all public events (including the annual DIL event) and the impact on the economy.

A number of actions were taken during 2020 to mitigate the funding risk and develop more sustainable income streams to underpin this essential service delivery into the future. New Co-Fundraising Directors were appointed in January 2020 with specific responsibility to diversify income, build on the strength of the Pieta brand, and develop a more sustainable income model to ensure income can be forecasted with more reliability. Investment in information technology to support fundraising allowing better monitoring and management of income was made and will continue in 2021.

The Pieta reserve policy is to maintain unrestricted financial reserves to continue to provide clinical services for at least 6 months and meet its financial obligations as they fall due.

The generosity of supporters in 2020 has enabled Pieta to stabilise its 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 2020 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 2019, 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.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

The level of cash reserves entering 2021 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 €13.1m at 31 December 2020. This provides 10 months of operations and is at the higher-end of the reserve policy.

With the poor economic outlook impacted by the Covid-19 crisis, the stability of the financial position of Pieta gives the Board and Management the confidence of the continued delivery of Clinical Services to meet client demand, delivered by skilled staff maintaining a risk managed, informed by research and evidence, well governed organisation.

Five Year Strategic Plan 2018 – 2023

Pieta developed a five-year strategic plan covering 2018-2023 – "Investing in Hope". This strategy identifies the three key service pillars of the Pieta House Model; prevention, intervention and postvention. It outlines six strategic objectives; improved access, improved outcomes, multiple channels, respected advocate on issues of suicide and self-harm, recognition and trust as a provider of services and most valued charities; and to be financially sound. 2020 proved to a challenging year to implement key strategic objectives as the organisation had to prioritise service delivery within government-imposed restrictions. Nevertheless, a review of the implementation of objectives demonstrated the plan is built on solid foundations and is being implemented effectively by the Management Team. These achievements in particular stood out as building blocks for future developments:

1. Improved Access

Pieta made great strides in 2020 in a challenging environment and within significant resource limitations. The transition of helpline and therapy services phone systems to a cloud-based platform, improved access for clients, supported greater team working and provided additional reporting capability.

The launch of a national booking helpline in late 2020 also enhanced the booking of client assessment and therapy for intervention and bereavement counselling, whether these services were provided locally in person across Pieta's locations nationwide or remotely delivered over the phone or video channels.

The "Know the Signs" campaign ran for five weeks between World Suicide Prevention Day and World Mental Health Day with research showing increased awareness of Pieta's services and provided support and information to many of our stakeholders.

2. Improved Outcomes

We commissioned research, funded by the HSE, by UCD to review the model of therapy used for under 18 clients and insight gained from this research has reinforced our existing service delivery model and has fueled our ambitions to further evolve and expand our service for our under 18 clients.

We have approved funding for two research posts within Pieta to draw on the latest research and to be aware of international best practice standards as a key reference point.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

3. Multiple Channels

2020 proved to be a challenging year to expand on physical centres. However, Pieta has been able to develop significant and additional delivery channels through phone and video. Adoption of new channels by clients and staff has been accelerated by the restrictions on face-to-face service delivery. Pieta is now a truly national service provider with the enhanced use of virtual and remote locations to provide clinical services. Additional training to staff and investment in IT hardware will further enhance these additional channels.

4. Advocacy

Pieta invested in IT capability to better leverage the extensive and growing data generated to inform thinking and decision making. We have formed a relationship with UCD to enhance our research capability. We are investing in further developing our relationships at national, regional and local level with the HSE, working on the implementation of Connecting for Life across Community Health Organisations and building relationships with other health service providers.

5. Recognition and Trust

We have invested in marketing and communications capability with the appointment of a Marketing Director to oversee social media and online enhancement, develop awareness campaigns and progress public relations both nationally and regionally and be a connection for all communications for media, politicians and other stakeholders.

Pieta demonstrates openness, transparency and integrity to our beneficiaries and donors operating to the Charities Institute Ireland Triple Lock Standards – transparent reporting, good fundraising and governance. In 2020, Pieta undertook a full review of all its policies, processes and procedures to ensure it fully complies with the Charities Governance Code. New Board members were appointed to the Board to increase the scale of experience and expertise, reinforcing effective governance and oversight of Pieta's services.

6. Financially Sound

We appointed new Co-Fundraising Directors in January 2020 with specific responsibility to diversify income, build on the strength of the Pieta brand, and develop more sustainable income streams. The Board approved investment to diversify income and ensure income can be forecasted with more reliability to provide security for clinical services. We appointed a new Director of Finance and Operations with considerable expertise and experience across finance, operations, IT, governance, risk and compliance.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

Plans for the Future

The focus in 2021 is to stabilise the delivery of clinical services and ensure the financial stability of Pieta. We will continue to deliver services while restrictions remain in place to deal with Covid-19. We will 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.

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 communication 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 2021 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.

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

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

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.

Trustees' Annual Report

for the year ended 31 December 2020 (continued)

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
2nd July, 2021

Ros O'Shea

Ros O'Shea
30th June, 2021

Trustees' Responsibilities Statement

for the year ended 31 December 2020

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

2nd July, 2021

Ros O'Shea

Ros O'Shea

30th June, 2021

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 2020, 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 2020 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 to the Members of Pieta House

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

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

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

- the information given in the trustees' report is consistent with the financial statements; and
- the trustees' 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 disclosures of trustees' remuneration and transactions required by Sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Independent Auditor's Report to the Members of Pieta House

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

Respective responsibilities

Responsibilities of Trustees for the financial statements

As explained more fully in the Trustees' Responsibilities Statement set out on page 51, the Trustees 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 Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the charity or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: [http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description of auditors responsibilities for audit.pdf](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

2nd July, 2021

Statement of Financial Activities

(Incorporating an Income and Expenditure Account)

for the year ended 31 December 2020

		Unrestricted Funds 2020	Restricted Funds 2020	Total 2020	Total 2019
	Notes	€	€	€	€
Income					
Donations & Legacies	6	11,282,240	-	11,282,240	5,411,240
Darkness Into Light	7	5,319,376	-	5,319,376	5,295,599
Income from Charitable Activities	9	80,000	3,735,629	3,815,629	2,476,867
Other Activities for generating funds					
Trading activities		21,847	-	21,847	193,007
Investment income	8	529	-	529	539
Other income		47,655	-	47,655	-
Total income		16,751,647	3,735,629	20,487,276	13,377,252
Expenditure on:					
Raising Funds – General	10	1,802,874	130,258	1,933,132	1,092,880
Raising Funds – Darkness Into Light	10	923,348	-	923,348	2,519,448
		2,726,222	130,258	2,856,480	3,612,328
Net income available for charitable application					
		14,025,425	3,605,371	17,630,796	9,764,924
Expenditure on Charitable Activities					
Cost of Operations	10	4,628,665	2,361,624	6,990,289	8,116,759
Bereavement Services, Resilience Academy & Governance costs	10	1,270,233	1,353,204	2,623,437	2,362,893
		5,983,298	3,630,428	9,613,726	10,479,652
Total Expenditure	10	8,625,120	3,845,086	12,470,206	14,091,980
Net income/ (expenditure)		8,126,527	(109,457)	8,017,070	(714,728)
Net movement in funds for the year	19	8,126,527	(109,457)	8,017,070	(714,728)
Reconciliation of funds					
Total funds brought forward		4,765,830	282,000	5,047,830	5,762,558
Total funds carried forward	19	12,892,357	172,543	13,064,900	5,047,830

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure relates to continuing activities.

Balance Sheet

for the year ended 31 December 2020

	Notes	2020 €	2019 €
Fixed Assets			
Tangible assets	12	809,910	1,142,198
Current Assets			
Debtors	13	112,647	606,749
Cash and cash equivalents		13,298,957	4,090,684
		13,411,604	4,697,433
Creditors: Amounts falling due within one year	14	(1,156,614)	(791,801)
Net Current Assets		12,254,990	3,905,632
Total Assets less Current Liabilities		13,064,900	5,047,830
Funds of the Charity			
Unrestricted – general		12,892,357	4,765,830
Restricted		172,543	282,000
Total funds	19	13,064,900	5,047,830

Approved by the Board of Trustees on 28th June, 2021 and signed on its behalf by:

Celine Fitzgerald
Celine Fitzgerald
2nd July, 2021

Ros O'Shea
Ros O'Shea
30th June, 2021

Statement of Cashflows

for the year ended 31 December 2020

	Notes	2020 €	2019 €
Cash flows from operating activities			
Net income/ (expenditure)		8,017,070	(714,728)
Adjustments for:			
Depreciation	12	335,478	333,111
Interest receivable		(529)	(539)
		8,352,019	(382,156)
Movements in working capital:			
Debtors		494,102	(65,440)
Creditors		364,813	259,940
Net cash generated by/ (used in) operating activities		9,210,934	(187,656)
Cash flows from investing activities			
Interest received		529	539
Payments to acquire tangible assets	12	(3,190)	(157,616)
Net cash used in investment activities		(2,661)	(157,077)
Net increase / (decrease) in cash and cash equivalents		9,208,273	(344,733)
Cash and cash equivalents at 1 January		4,090,684	4,435,417
Cash and cash equivalents at 31 December		13,298,957	4,090,684

Notes to the Financial Statements

for the year ended 31 December 2020

1. General Information

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

Statement of compliance

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

2. Accounting Policies

Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention modified to include certain items at fair value. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland and the Statement of Recommended Practice (Charities SORP (FRS102)) as published by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator which 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 House.

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

General Unrestricted Funds

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

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

2. Accounting Policies (continued)

Designated Funds

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

Income

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

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.

Income from the Temporary Wage Subsidy Scheme (TWSS) has been accounted for in accordance with accounting for government grants in line with Charities SORP.

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 SOFA.

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 measure reliably.

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

2. Accounting Policies (continued)

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.

Investment Income

Investment income is included when receivable.

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.

Other income

Other income is recognised on a cash receipt basis.

Expenditure

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

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

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

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

Support Costs

Support costs are costs incurred to facilitate 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.

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

2. Accounting Policies (continued)

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 dealt with 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.

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.

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

2. Accounting Policies (continued)

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 company'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 2022 and beyond with the strength of the fundraising team to raise the necessary income and the size of the financial reserves on hand. 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.

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

3. Significant Accounting Judgements and Key Sources of Estimation Uncertainty (Continued)

Critical judgements made in applying the charity's accounting policies (continued)

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 €809,910 as at 31 December 2020 (2019: €1,142,198).

4. Net Income/ (Expenditure)

	2020 €	2019 €
Net income/ (expenditure) for the financial year is stated after charging/(crediting):		
Depreciation of tangible assets	335,478	333,111
Gain on foreign currencies	-	(1,930)
Lease expense	210,746	228,006
Auditors' remuneration		
• for audit	26,995	20,295
• for other non-audit services	8,270	11,070

5. Income

	2020 €	2019 €
Republic of Ireland	20,156,521	12,442,805
Outside the Republic of Ireland	330,755	934,447
	20,487,276	13,377,252

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

6. Donations & Legacies

Breakdown of Donations & Legacies is as follows:

	2020 €	2019 €
Donations	3,012,620	1,940,385
Public Fundraisers	8,041,768	3,074,696
Pieta Fundraisers	243,434	294,969
Other	34,418	101,190
	11,332,240	5,411,240

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

7. Darkness Into Light Income

	2020 €	2019 €
Participant Fees	3,614,898	5,149,816
Sponsorships	200,000	82,800
Donations	1,503,151	55,586
Trading Activity	1,327	7,397
	5,319,376	5,295,599

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

During 2020, Electric Ireland, as sponsors of Darkness Into Light, provided non-financial support to the charity in the form of advertisements and promotions. An estimate of the cost of this support is not available and as such, it has not been recognised as a Gift in Kind.

8. Investment and Other Income

	2020 €	2019 €
Bank Interest – all unrestricted	529	539

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

9. Income from Charitable Activities

Current Year Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services & NOSP	HSE	Treatment therapists	2,529,228	-	2,529,228
HSE CHO 3	HSE	Treatment therapists	47,308	-	47,308
HSE CHO 7	HSE	Treatment therapists	51,620	-	51,620
TWSS	Revenue	Subsidised wages for eligible employees	869,873	-	869,873
Túsla	Túsla	Counselling services	5,000	-	5,000
Greystones Trust Co. Ltd.	Greystones Trust Co. Ltd	Treatment therapists	100,000	-	100,000
Schuh Foundation	Schuh	N/A	-	75,000	75,000
Covid-19 Response Grant	Electric Aid	Delivering remote phone-based therapy	5,000	-	5,000
The Community Foundation	Community Foundation	Counselling	20,000	-	20,000
The American Ireland Funds	The American Ireland Funds	Resilience Academy	25,000	-	25,000
Mc Kinsey & Company	Mc Kinsey & Company	Construction of Swords Centre	22,600	-	22,600
Charities Trust	Charities Trust	N/A	-	5,000	5,000
HSE	HSE	Resilience Academy	10,000	-	10,000
Covid-19 community Response	Change X	Remote phone-based therapy services	50,000	-	50,000
			3,735,629	80,000	3,815,629

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

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

10. Analysis of Expenditure

	Unrestricted Funds 2020 €	Restricted Funds 2020 €	Total 2020 €	Unrestricted Funds 2019 €	Restricted Funds 2019 €	Total 2019 €
Expenditure on:						
Raising Funds - General	1,802,873	130,258	1,933,131	1,092,880	-	1,092,880
Raising Funds - Darkness into Light	923,349	-	923,349	2,519,448	-	2,519,448
	2,726,222	130,258	2,856,480	3,612,328	-	3,612,328
Expenditure on Charitable Activities						
Cost of Operations	4,628,665	2,361,624	6,990,289	7,599,911	516,848	8,116,759
Bereavement Services, Resilience Academy & Governance costs	1,270,233	1,353,204	2,623,437	468,524	1,894,369	2,362,893
	5,898,898	3,714,828	9,613,726	8,068,435	2,411,217	10,479,652
Total	8,625,120	3,845,086	12,470,206	11,680,763	2,411,217	14,091,980

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

10. Analysis of Expenditure (continued)

Current year	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Operations	Bereavement Services	Resilience Academy	Governance Costs	Total
	€	€	€	€	€	€	€	€
Staff Costs	559,095	550,007	1,109,102	4,643,695	1,473,011	208,136	-	7,433,944
Contract Staff Costs	-	-	-	404,062	164,137	-	-	568,199
Fulfilment & Other Courier Costs	25,547	63,870	89,417	-	-	-	-	89,417
DIL Charity Partners	-	61,412	61,412	-	-	-	-	61,412
Other Staff Costs	19,322	10,976	30,298	34,065	25,806	20,190	-	110,359
Rent & Rates	-	-	-	211,742	86,341	-	-	298,083
Promotion & Awareness	260,149	609,587	869,736	189,198	78,579	-	-	1,137,513
Event Costs	8,913	60,370	69,283	23,258	-	-	-	92,541
Printing & Marketing	109,484	60,363	169,847	34,882	12,902	6,922	-	224,553
Telephone & Computer	21,262	20,412	41,674	565,880	201,302	6,938	-	815,794
Legal & Professional	1,894	22,622	24,516	160,496	59,362	-	142,049	386,423
Depreciation	-	-	-	335,478	-	-	-	335,478
Other Costs	377,458	13,737	391,195	387,532	137,389	374	-	916,490
Total Expenditure	1,383,124	1,473,356	2,856,480	6,990,288	2,238,829	242,560	142,049	12,470,206

Notes to the Financial Statements
for the year ended 31 December 2020 (continued)

10. Analysis of Expenditure (continued)

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

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

10. Analysis of Expenditure (continued)

Other Costs can be broken down as follows:

	2020 €	2019 €
Subscriptions	52,167	17,830
Donor & Volunteer Engagement	89,773	4,295
Board Expenses	70	1,842
Repairs & Maintenance	49,926	68,261
Light & Heat	48,303	79,500
Waste Charges	31,815	37,881
Cleaning	58,662	74,004
Security	60,584	33,004
Centre Supplies	70,958	54,680
General Procurement	22,148	2,850
Insurance	61,734	90,655
Bank Charges	3,306	5,891
Foreign Exchange Gain	-	(1,930)
Online Platform Administration Fee	358,577	279,108
Bad Debts	8,467	-
	916,490	747,871

Support Costs can be broken down as follows:

	2020 €	2019 €
Finance	270,724	271,871
Governance	142,049	70,289
Administration	26,901	81,609
Human Resources	159,275	161,593
Audit	26,995	20,295
IT Costs	510,410	374,994
	1,136,354	980,651

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

11. Employees and Remuneration

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

	2020 Number	2019 Number
Clinical Staff	92	100
Clinical Support Staff	56	62
Administration Staff	41	49
Key Management Personnel	7	10
Bereavement Staff	23	31
	219	252

The staff costs comprise:

	2020 €	2019 €
Wages and salaries	6,440,734	7,037,089
Social security costs	538,830	716,128
Other compensation costs	276,042	16,992
Pension costs	178,338	207,621
	7,433,944	7,977,830

During 2020, the charity employed 153 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 146-part time staff (mainly therapists) during 2020 to deliver typically 20 therapy hours per week each. To address demand, the charity also contracted an average of 26 contract therapists throughout 2020 to each deliver typically 12 therapy hours per week.

The total amount of employee benefits received by the charity's key management personnel was €496,724 (2019: €516,373). 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:

	2020 Number of Employees	2019 Number of Employees
€70,000 to €80,000	2	2
€80,001 to €90,000	-	-
€90,001 to €100,000	1	1
€100,001 to €110,000	1	-
€110,001 to €120,000	-	-

The total employee benefits (excluding employer pension contribution and employer PRSI) of the Chief Executive Officer in 2020 was €111,160 (2019: €97,143).

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

12. Tangible Fixed Assets

	Land and buildings freehold €	Land and buildings leasehold €	Computer equipment €	Furniture & fixtures €	Total €
Cost					
At 1 January 2020	452,563	1,359,087	363,331	179,097	2,354,078
Additions	-	-	1,550	1,640	3,190
At 31 December 2020	452,563	1,359,087	364,881	180,737	2,357,268
Depreciation					
At 1 January 2020	36,204	848,082	207,787	119,807	1,211,880
Charge for the year	9,051	226,177	78,268	21,982	335,478
At 31 December 2020	45,255	1,074,259	286,055	141,789	1,547,358
Net book value					
At 31 December 2019	416,359	511,005	155,544	59,290	1,142,198
At 31 December 2020	407,308	284,828	78,826	38,948	809,910

13. Debtors

	2020 €	2019 €
Other debtors	53,195	185,272
Prepayments	59,452	88,057
Accrued income	-	333,420
	112,647	606,749

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

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

14. Creditors

Amounts falling due within one year

	2020 €	2019 €
Trade creditors	261,681	228,458
Taxation and social security costs (Note 15)	171,827	165,245
Deferred income (Note 16)	106,725	106,725
Accruals	616,216	257,786
Other creditors	165	33,587
	1,156,614	791,801

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

	2020 €	2019 €
Creditors:		
PAYE / PRSI	171,827	165,245

16. Deferred Income

	2020 €	2019 €
At beginning of year	106,725	-
Received during the year	-	106,725
Credited to the Statement of Financial Activities	-	-
At end of year	106,725	106,725

Deferred income as at 31 December 2020 relates to advance funding of €50k and €56.7k for research and outreach, respectively, from the HSE which was received in 2019 to be used in 2020. Due to Covid-19 the research project was postponed. The charity does not have entitlement to this income until the project commences, hence income has been deferred.

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

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 €178,338 (2019: €207,621). The amount payable at year end was €111 (2019: €35,380).

18. Analysis of Net Assets by Fund

Current Year	Unrestricted €	Designated €	Restricted €	Total €
Represented by:				
Fixed Assets	-	-	-	809,910
Current Assets	-	-	-	13,411,604
Current Liabilities	-	-	-	(1,156,614)
	12,796,452	-	282,000	13,064,900

Prior Year	Unrestricted €	Designated €	Restricted €	Total €
Represented by:				
Fixed Assets	860,198	-	282,000	1,142,198
Current Assets	4,590,708	-	106,725	4,697,433
Current Liabilities	(685,076)	-	(106,725)	(791,801)
	4,765,830	-	282,000	5,047,830

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

19. Analysis of Movement of Funds

Current Year:	Unrestricted €	Designated €	Restricted €	Total €
Opening Balance at 1 January 2020	4,765,830	-	282,000	5,047,830
Income	16,751,647	-	3,735,629	20,487,276
Expenditure	(8,625,120)	-	(3,845,086)	(12,470,206)
Transfer Between Funds	-	-	-	-
Closing Balance at 31 December 2020	12,892,357	-	172,544	13,064,900
Prior Year:				
Opening Balance at 1 January 2019	4,280,558	1,200,000	282,000	5,762,558
Income	10,966,035	-	2,411,217	13,377,252
Expenditure	(10,480,763)	(1,200,000)	(2,411,217)	(14,091,980)
Transfer Between Funds	-	-	-	-
Closing Balance at 31 December 2019	4,765,830	-	282,000	5,047,830

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

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.

20. Contingent Liabilities

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

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

21. Trustees' Remuneration

None of the trustees received any remuneration during the year. Incidental travel and meeting expenses are reimbursed where incurred. These expenses amounted to €70 for the year (2019: €1,842).

22. Related Party Transactions

There were no other related party transactions during the year which are required to be disclosed.

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.

23. Financial Instruments

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

	2020 €	2019 €
Financial assets		
Cash at bank and in hand	13,298,957	4,090,684
Other debtors	53,189	185,272
Accrued income	-	333,420
	13,352,146	4,609,376
Financial liabilities		
Trade creditors	261,681	228,458
Other creditors	165	33,587
Accruals	616,216	257,786
	878,062	519,831

Notes to the Financial Statements

for the year ended 31 December 2020 (continued)

24. Post-Balance Sheet Events

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

25. Financial Commitments

At 31 December 2020 the charity had annual commitments under non-cancellable operating leases as follows:

	2020 €	2019 €
Within one year	210,746	228,006
Between one and five years	649,892	721,388
In over five years	350,592	488,142

26. Approval of Financial Statements

The financial statements were approved and authorised for issue by the Board of Trustees on 28th June, 2021.

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,
First Floor,
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