



Annual report and
financial statements
2023



Hope powered by you



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Pieta

Pieta Head Office,
 First Floor,
 Greenhills Retail Park,
 Greenhills Road,
 Tallaght Dublin 24,
 D24 RH59

Tel:
 01 4585490

Helpline:
 1800 247 247

Text Help to:
 51444

www.pieta.ie

Welcome to Pieta's annual report and accounts for 2023

Navigating the report

This report is divided into six easy-to-follow sections:

1. Who we are and what we do
2. Our year
3. Report of the trustees
4. How we work
5. Independent auditor's report
6. Financial statements

You may prefer to read the report from start to finish, but if you'd rather start with the sections that interest you most, we have included easy navigation buttons on each page.

Using the digital version: If you're reading the digital version, you can use the clickable buttons on each page to easily navigate to different sections of the report.

There are also a number of hyperlinks throughout which will take you to additional resources that may be of interest.

Using the printed version: The navigation bar at the bottom of each page will help you track which section you're reading, and we've also included a selection of QR codes. To use these, open the camera app on your mobile phone and point the camera at the QR code.

Tap the link or banner that appears, and you'll be taken to a variety of additional resources.



Who we are and what we do



Our purpose

We exist to reduce suicide and self-harm, and to support those who have been impacted by suicide and self-harm.

Our mission

We provide professional counselling, support and education to those experiencing suicidal thoughts, self-harming behaviour and to those impacted by suicide and self-harm.



Our values

Hope is at the heart of what we do, guiding our values and behaviours, and at our core we believe in the following:

- **Respect:** Acknowledging the inherent worth in every person and treating everyone with dignity, courtesy, and consideration.
- **Compassion:** Demonstrating care, kindness, and a willingness to understand others' experiences and perspectives. Adopting a people-centred approach that is free from judgement.
- **Collaboration:** Working together in partnership, seeing each person as one who is resourced to play their part in achieving positive outcomes.
- **Transparency:** Communicating openly and honestly with integrity and taking responsibility for one's actions and decisions, while being held accountable.

We live our values by:

- **Fostering an environment where diverse perspectives are valued,** and those who we support, staff and partners are treated with dignity and respect, regardless of individual differences.
- **Encouraging a culture of compassion,** where those who we support, staff and partners experience understanding and support in everything we do.
- **Working together with those who we support, staff, and partners,** in shared understanding and towards our stated aims.
- **Establishing clear communication,** being transparent about our decisions, and holding ourselves and each other accountable.

How we help

Our services and supports:



Prevention

Education and training:

- Resilience Academy for secondary school students
- Amber Flag for:
 - Primary and secondary schools
 - Further education and training centres
 - Youthreach
 - Third-level Institutions
 - Organisations and clubs

Community awareness raising:

- Darkness Into Light
- Know the Signs of Suicide



Intervention

Nationwide counselling support:

- Phone and video call services
- 23 community-based services
- 24-hour crisis text and phonenumber



Postvention

Suicide Bereavement Liaison Service Bereavement counselling



Providing communities with:

- Understanding
- Support
- A safe space
- Advice
- Knowledge
- Learning

Spotlight story

Laura



Laura's story

In 1998, Laura and her family faced a tragic car accident that claimed her mother's life. Years later, after the loss of her youngest brother Conor to suicide, Laura found crucial support through Pieta's bereavement counselling services.

We were returning from one of our first family holidays – our first time staying in a hotel in Ireland. We were in Wexford, and all five of us were in the car when, unfortunately, we got into a fatal collision. That was the day my mom died. As a nine-year-old, with two younger brothers, aged eight and five, we had to learn how to deal with that loss, as we grew up.

At different stages, the remaining four of us dealt with our mental health and grief in different ways. I personally started dealing with my mental health issues in my teens, and my brothers faced their struggles at different times in their lives. Unfortunately, my youngest brother, Conor, struggled a bit more than my other brother and myself, and sought help in his late teens and through his early twenties through the mental health services in Ireland.

In March 2016, Conor chose to end his life, and this is when we first came across Pieta and the services they provide. In May, a large group of us gathered for our first Darkness Into Light walk, raising over €12,000 for Pieta.

About six months after Conor's passing, I personally reached out to the charity for bereavement counselling and support. Having the support of Pieta and a safe space where people understood this type of loss was a lifesaver for me and my family.

The biggest message I want to share, is that Pieta needs our support.

Our year



Chairperson's statement

As we look back on the past year, it's heartening to see how far we've come on our journey at Pieta.



I think the theme of this year's annual report, 'Hope powered by you,' perfectly captures the spirit of our work and the vital role each of you plays in our mission. Your unwavering support, through funding and fundraising, has been the driving force behind the life-saving self-harm and suicide prevention services Pieta provide.

Throughout this report, you'll see a range of spotlight stories that exemplify this theme, starting with Laura's story. Laura's journey from receiving help to becoming a supporter of Pieta and a beacon of hope for others is a powerful testament to the impact of your support.

I want to express my heartfelt gratitude to our supporters, volunteers, and staff teams, as well as our dedicated board members. Special thanks go to key partners like Electric Ireland, whose exceptional contributions have been invaluable.

As you read this year's report, you'll see the significant milestones we've achieved. Our services and supports continue to reach thousands of people, and they are available nationwide, free of charge, and easily accessible to those in need.

The profound impact of our services underscores the critical importance of ongoing funding and fundraising efforts. While we have been able to draw on our reserves thanks to the generosity of our donors, this is not a sustainable long-term solution. With the support of our new strategy, we are dedicated to securing public funding in the year ahead to ensure we can continue our essential work.

Despite the incredible generosity and support we receive from people and companies across Ireland, Pieta is facing increasing challenges in terms of our costs and our ability to meet the demand for our services. We, as a board, are concerned that services may be impacted if additional funding cannot be sourced, and are looking to the state for an increase in our funding to at least support the

services they wish us to provide. We are working hard to minimise the combined impact of increasing costs and lower income, as meeting the needs of the people we support is paramount.

We also remember and honour the contributions of former board member and chair, Fergus Clancy, and the inspirational Charlie Bird, both of whom sadly passed away in recent months. Their dedication and impact on Pieta have been instrumental in our growth and success, and their legacies continue to inspire us.

I know Pieta will always prioritise the welfare of those we support and our staff, ensuring excellence in both clinical care and funding. Together, we are making a real difference in communities across Ireland, offering hope and saving lives. Thank you!

Celine Fitzgerald

Celine Fitzgerald
Chairperson



The profound impact of our services underscores the critical importance of ongoing funding and fundraising efforts.

Chief executive officer's statement

2023 has been a year of growth, impact and achievement.

As the leading national charity in Ireland focused on preventing suicide and self-harm, we have continued providing crucial crisis and support services to thousands of people.



Our impact remains central to all we do; because of the support of the people of Ireland we have delivered 50,944 hours of free counselling and support to over 6000 people, we have reached 151,917 young people with our education and resilience programmes, we have supported 606 households with our bereavement support team and our 24-hour crisis support service has engaged with 27,914 calls and 75,438 texts.

We also turned our focus on our future and commenced preparing the ground for a new strategy. Guided by our board we consulted with our clients, our staff and our supporters to draw on their insights and shape the future focus for Pieta. As you will read in the pages of this report, the new strategy launching in 2024 is built around three key commitments and will shape and guide Pieta for the next number of years.

Our focus on financial sustainability remains a priority as Pieta services continue to rely on the generosity of the people of Ireland to support

the continuity of our services. While we continue to engage with the HSE on funding, there is still a major lack of state funding for suicide prevention services across the country. We are dedicated to focusing on this underfunded area, raising awareness to challenge the stigma surrounding suicide and the lack of funding for related services.

A man who shared our commitment to our purpose was the incredible Charlie Bird. His impact through his fundraising and his awareness raising made an extraordinary difference to Pieta and to the support for services for people in crisis and need. We were heartbroken when he died in early 2024 and will never forget his impact and message of hope.

I want to thank our incredible staff and volunteers for their commitment to our purpose without whom we could not do what we do. My thanks to our voluntary Pieta board for their time, wisdom and commitment ensuring Pieta remains relevant and focused on its purpose.

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

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

Stephanie Manahan
Chief Executive Officer

“

While we continue to engage with the HSE on funding, there is still a major lack of state funding for suicide prevention services across the country.

The difference we made

In 2023, Pieta helped tens of thousands of people affected by suicide and self-harm across communities in Ireland. Our services are completely free, and no referral is needed.

We provided



50,944

hours of free specialist intervention and bereavement counselling – approximately 980 hours every week.

We supported



6,865



people through intervention and bereavement counselling



4,643

people through phone and video calls counselling



606

bereaved families through our Suicide Bereavement Liaison Service

We supported



151,917

students through our Resilience Academy and Amber Flag programmes.

In total



97

secondary schools took part in our Resilience Academy



519

Amber Flags were awarded to primary and secondary schools, further education and training centres, Youthreach, third-level institutions, organisations and clubs.

We answered



27,914

calls and

75,438

texts to our 24-hour crisis helpline.

We were there for each other



109,000

people joined together for Darkness Into Light to show solidarity and raise awareness about suicide and self-harm.

How we manage the money you give us

Running Pieta costs about **€17million** each year, with over **85%** of the funding we need coming from our generous donors and dedicated supporters.

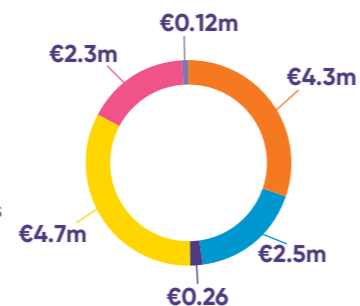
Every decision we make about where that money goes - whether it's for our services, support, or fundraising - is driven by one thing: how we can best be there to support those affected by suicide and self-harm. That's our promise to you.

€14.3m

Total income

Breakdown:

- €4.3 million Donations and legacies
- €2.5 million Public fundraisers
- €0.26 million Pieta fundraisers
- €4.7 million Darkness Into Light
- €2.3 million Income from statutory bodies
- €0.12 million Others



€3.2m

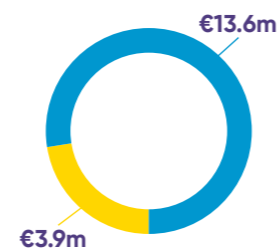
draw on reserves

€17.5m

Total expenditure

Breakdown:

- €13.6 million On charitable activities (e.g. services, supports and operations)
- €3.9 million On raising income



A big heartfelt thank you to...

- Our Darkness Into Light Committees, volunteers, participants and donors.
- Our board and sub-committee members.
- Our incredible lived experience ambassadors.
- All of our corporate partners, including:
 - Electric Ireland
 - Boyne Valley Honey
 - Lyons Tea
 - Dublin Bus
 - PwC
 - Irish Management Institute (IMI)

- The very kind people who left gifts in their wills.

Pieta expresses gratitude to the executors and offers our heartfelt sympathies to the families and friends of those involved:

- Maurice Madigan
- Celia Hughes
- Michael Slattery
- Bride P Kenny
- Richard Eakins
- Shane Magnier
- Martin Diskin

To all of you who this year have helped us to be there for people affected by suicide and self-harm...

Thank you!

Spotlight story



Ger's story

Ger raised over €9000 by swimming along the River Shannon, covering 250km over an epic seven days in June 2023. Ger talks about what inspired him to take on this remarkable challenge.

I lost someone close to me through suicide in 2019. At the time, I didn't deal with it very well. So I wanted to do something special in their memory. And the fact that no one had swum the Shannon before in skins, made it all the more appealing to me as someone who swims in skins all year round with the Lough Ree Orca swimming group.

As this was a unique challenge, I felt I would be in a good position to raise much-needed funds and awareness for suicide prevention charities

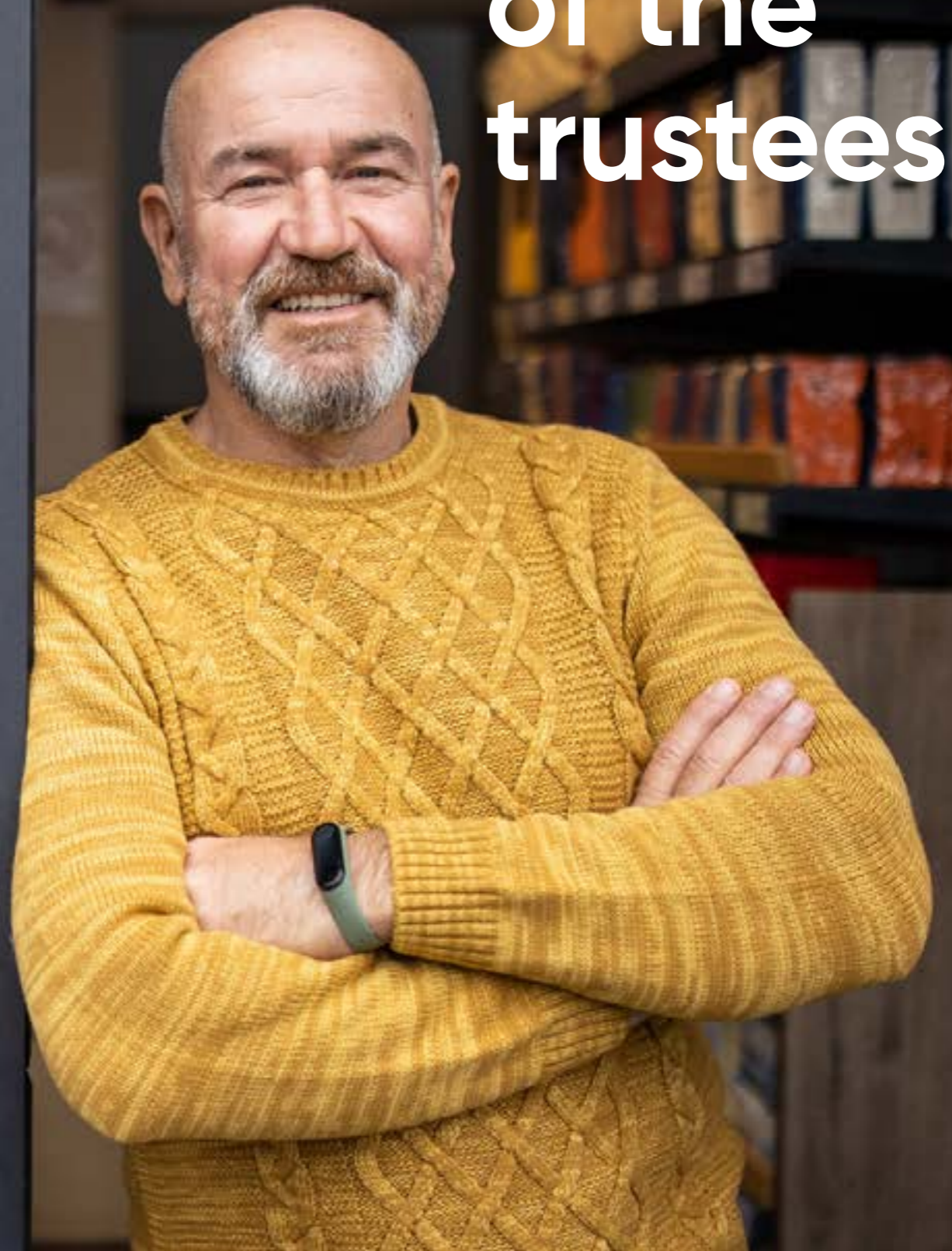
including Pieta. And I felt that if I could help them in a small way to support even just one person or family who needs their support, then it would make the swim worthwhile.

The swim itself was very challenging, but overall I found it rewarding in ways that I really wasn't expecting. The support I received from family, friends, support swimmers, the Civil Defence, and everyone along the way was amazing. Everyone gave their time and expertise so generously; it was very humbling.

“

People are at the core of our new strategy – the people we support, along with our staff, supporters, volunteers, and funders.

Report of the trustees



Our strategy, future plans and challenges

Our strategy outlines our objectives to ensure that we are there for people affected by suicide and self-harm.

We marked the final year of our current strategy in 2023. This strategy, launched in 2019, was built around six objectives, supported by four strategic enablers.

Strategic objectives

- 1. Improved access:** We will provide easy access to world-class suicide and self-harm prevention, intervention and postvention services in all parts of the Republic of Ireland.
- 2. Improved outcomes:** We will constantly improve the outcomes we achieve for the people we support.
- 3. Multiple channels:** We will innovate in order to deliver our services to more people, over multiple channels.
- 4. Advocacy:** We will become the most respected advocate and trusted voice in Ireland on the issues of suicide and self-harm.
- 5. Recognition and trust:** Pieta will be increasingly recognised and trusted, not only as the leading suicide and self-harm service provider, but as Ireland's most valued charity.
- 6. Financially sound:** We will grow our fundraising and we will seek to increase our state funding.

Strategic enablers

- 1. Sector leading governance:** We will strive to become an exemplar of good governance in the charity sector.
- 2. Technology and information:** We will invest in technology, to enable us to enhance our services and increasingly leverage the value of our data.
- 3. Organisation structure and capacity:** We will re-organise ourselves, to ensure that we are best structured and organised to implement our strategy.
- 4. Staff engagement and development:** We will communicate openly and regularly with our staff and offer them career and professional development opportunities, whenever we can.



Strategy 2019 to 2023: Highlights and achievements

Over the past five years, we have worked hard to support individuals in Ireland impacted by suicide and self-harm. Here are a few highlights of what we've accomplished during this time:

- **More than 260,000 hours** of free specialist intervention and bereavement counselling
 - On average 1,255 hours were provided to people across Ireland every week
- **Over 23,000 people** supported by our free intervention and bereavement counselling
- **16,327 people** supported by our phone and video counselling since it was launched in 2020
- **More than 2,400 families** supported by our Suicide Bereavement Liaison Service
- **Over 298,000 calls and/or texts** to our 24-hour crisis helpline
 - On average 75,000 calls and/or texts a year
- **More than 400,000** participants at our Darkness Into Light event, to show solidarity and raise awareness about suicide and self-harm.

Improved access

- New services and supports launched, including:
 - In-person services in Cavan, Monaghan, Ballina, Co. Mayo and Swords, Co. Dublin
 - Phone and video counselling services
- Better pay and conditions for clinical staff to encourage retention
- A single national referral service number, to make it easier for people to book appointments for our services

- A partnership with Belong To, offering new services and supports for LGBTQ+ young people.

Improved outcomes

- We worked with the HSE and the National Suicide Research Forum to review the Suicide Bereavement Liaison Service
- Using our technology, we created a new feedback tool for the people who use our services to grow the response rate
- We built up our internal research team, to improve our practices and knowledge
- We collaborated with UCD, to research the best ways to approach our work.

Multiple channels

- Our Resilience Academy developed online content, so that we could deliver the programme to more schools and enhance the programme for use within the workplace
- We increased the number of therapists on each helpline shift, so that we could answer more calls and texts from people in crisis
- We set up new phone and video channels to deliver therapy remotely, making our services available nationwide
- We boosted investment in IT capabilities to support our staff.

Advocacy

- We collaborated with UCD on two research projects, focusing on the people under 18 who use our services
- We held meetings with key HSE leaders to advocate for suicide and self-harm services
- We built relationships across the NGO sector
- We established a public engagement team, to raise awareness among policymakers and the public about suicide and self-harm
- We recorded all of our relevant advocacy activity on the Lobbying.ie website
- We trained clinical staff in media engagement and we targeted opportunities to discuss Pieta services in the media and in non-profit fora.

Recognition and trust

- We launched our 'Know The Signs' campaign, to help people to recognise the signs of suicidal thoughts and know how to reach out to us for support

- We kept in touch with all our stakeholders regularly and we met with the National Office for Suicide Prevention every quarter
- We asked people who use our services for feedback on their experiences and on how we could improve our services
- We interacted with our volunteers and supporters, to get their input on improving their experience with us
- We fulfilled all our obligations in contracts with the HSE and other funding organisations
- We created a directorate of quality, safety, and risk to ensure we meet the highest standards and maintain excellent performance.

Financial accountability

- We adhere to the Charities Institute Ireland Triple Lock Standards, ensuring transparent reporting, good fundraising and governance
- Our trustees adopted the Charities Regulator Good Governance Code.



Looking forward to 2024 and beyond

Our new strategy

In 2024, we begin our next chapter, with a new strategy and an ambitious set of commitments and objectives for the next five years.

As we complete our 2019–2023 strategy, we recognise that Pieta operates in a changed landscape. This new strategy is our chance to adapt and shape the future of suicide and self-harm prevention in Ireland. Drawing from Pieta's history and knowledge, we aim to innovate and elevate our impact, as we continue to grow as an organisation.

Our focus is on ensuring Pieta's sustainability, security, and alignment with our mission. The new strategy and accompanying roadmap serve as living documents, to guide our actions and assess our progress continually.

People are at the core of our new strategy – the people we support, along with our staff, supporters, volunteers, and funders. Their support, since we were established in 2006, has been invaluable in helping to shape our direction and purpose.

Crafted through reflection, feedback, and engagement with stakeholders, our new Strategy for 2024–2028 sets the course for the next phase of Pieta's journey. Over the past few years, we've navigated significant global and national changes, including the impact of the pandemic, which reshaped our service delivery and highlighted the need for organisational agility. Pieta has evolved in response to increasing service demands, incorporating additional therapists,

quality improvements, hybrid working models, and technology. In 2023 alone, we handled over 100,000 helpline calls and texts, provided 50,000 hours of counselling, and supported over 600 individuals through our bereavement services.

Despite these advancements, we rely heavily on fundraising to sustain our core services. We deeply appreciate the support of our volunteers and donors, as well as the state, and we recognise the need to enhance funding for essential services.

Over the past five years, Pieta has undergone governance and management changes, strengthening our leadership team. Looking ahead, we're committed to improving the quality and range of our lifesaving services, while navigating challenges and seizing opportunities.

As we embark on the next five years, guided by our strategy, we remain dedicated to our mission, grateful for the support we receive, and optimistic about the impact we can have on people's lives into the future.

Our strategic priorities for 2024–2028

Our new strategic plan details our approach to delivering on our stated purpose to reduce suicide and self-harm and to provide support to people affected by these issues.

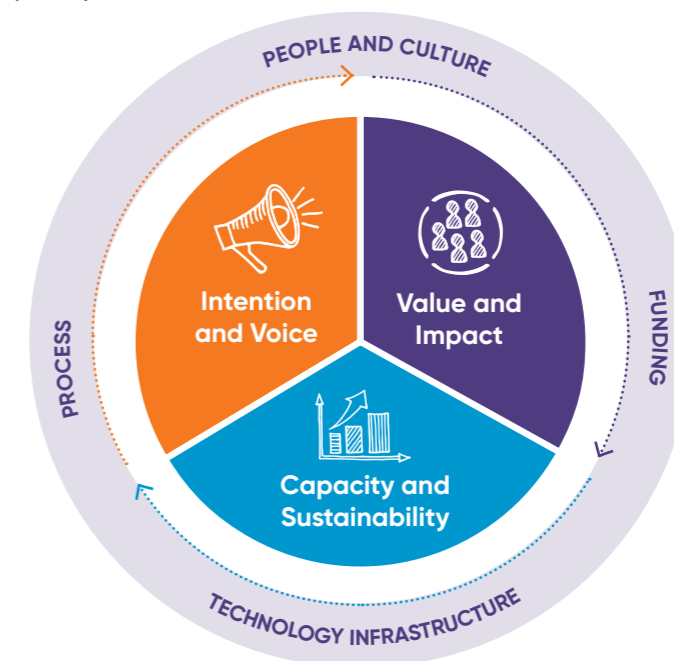
It highlights three main commitments for future action, along with four key supporting actions that are critical to the success of the plan.

Our commitments

- 1. Intention and voice**
We will build trust in our services and be the leading voice on suicide and self-harm.
 To succeed in this area over the next five years, we commit to:
 - Leading with purpose
 - Continuously demonstrating our value and expertise
 - Building trust and collaborating with our partners
 - Advocating for awareness, access to service and resources.
- 2. Value and impact**
We will work alongside people and communities across Ireland to develop services that meet their needs.
 To succeed in this area over the next five years, we commit to:
 - Focusing on communities
 - Delivering outcomes and impact
 - Being transparent with our people and partners.
- 3. Capacity and sustainability**
We will build a sustainable organisational model for the future.
 To succeed in this area over the next five years, we commit to:
 - Excellence in service delivery
 - Service sustainability
 - Operations capability.

Our strategic enablers for 2024–2028

- 1. People and culture**
 We have dedicated and skilled staff committed to our mission, fostering a positive work environment, with resources for success. Our aim is to embed our values in every aspect of Pieta's culture, ensuring that everyone contributes to making it an exceptional workplace.
- 2. Funding**
 Financial sustainability is a priority for us. Our strategic initiatives and collaborations are aimed at securing long-term, independent funding for our vital services. This approach involves carefully navigating transition, collaborating with the HSE, exploring diverse funding sources, and gradually implementing our plans and policies.
- 3. Technology infrastructure**
 We use advanced technology to improve our services for the people who interact with us. Our decisions are informed by evidence, research and experience, and we use the data we have to develop a comprehensive reporting framework that can support and demonstrate our impact.
- 4. Processes**
 Our processes are the foundations of all our activities and how we conduct our business. We will strive to refine, streamline, and integrate them to align with external requirements and environments. We will focus on continuous improvement, by reviewing and redesigning our processes as needed, while keeping a clear focus on efficiency, clarity, and ease of adoption.



How we make an impact

Pieta is committed to providing our services to as many people as possible across Ireland to help reduce suicide and self-harm. Our services are free, and no referral is needed.

While we operate nationwide, we also work closely with local communities, adapting our services to fit the specific needs of different areas.

By addressing the unique challenges and priorities of each community, we build meaningful connections and partnerships. This approach allows us to combine our wide reach with local relevance and effectiveness.

Working with communities

Building relationships with communities and stakeholders is a key priority for Pieta.

Our services help to support communities and our initiatives show our commitment to preventing and addressing suicide and self-harm.

By working closely with schools, communities, organisations, and mental health professionals, we can better coordinate care and support for people at risk.

Pieta's initiatives in 2023 include:

- **Talks and seminars**
Promoting positive mental health and resilience' is our key message. We delivered this key message through presentations, information seminars and webinars, across communities and educational and corporate settings. As part of

this work, we signpost people to the services that are most appropriate for their needs.

- **Psychoeducation groups for parents**
During the year, Pieta supported the parents of children who have suicide ideation, or engage in deliberate self-harm, through psychoeducation groups led by our therapists. These group sessions provided parents with the warning signs and risk factors for suicide and advised them on how to communicate effectively about their feelings and experiences.
- **Suicide Bereavement Liaison (SBL) Service**
Our Suicide Bereavement Liaison Service continued to support communities impacted by suicide by introducing online community responses. This service involves working with small groups of six to eight people affected by suicide, in an organisation or community setting. We provide this service ten days after a loss. Our psychoeducation sessions offer information about the grieving process, helping to normalise the impact of losing someone to suicide. They also guide the community on how to support others who might be struggling. To meet the growing demand for our SBL services, we have added new therapists to our team.
- **Educational programmes in schools**
Pieta provided educational programmes and initiatives for primary and secondary schools.



Our education and training team delivered preventive education to new learners and those most at risk of suicide and self-harm.

- **Events and conferences**
Pieta took part in many mental health awareness events across Ireland and continues to work with others, to build partnerships and to stay updated on the latest information, research and best practice.

Pieta's three main pillars of practice: Prevention, intervention, and postvention

By implementing a comprehensive approach that addresses prevention, intervention and postvention, Pieta and key stakeholders can work together to reduce the incidence of suicide ideation, deliberate self-harm and suicide and continue to support people in crisis.

- **Prevention**
Pieta's preventive pillar focuses on promoting positive mental health and resilience. The prevention services include the Resilience Academy and the Amber Flag initiative. These are awareness driving initiatives to give young people the coping mechanisms to prevent them experiencing suicidal or self-harm thoughts in the future. Other preventive initiatives include our public campaigns, such as Darkness Into

Light and Know the Signs, which aim to raise awareness within our communities.

- **Intervention**
Counselling psychotherapy is Pieta's intervention model for people with suicidal ideation or thoughts of self-harm. Through up to twelve sessions of free counselling, our strengths-based, solution-focused method aims to nurture resilience and develop effective coping strategies. Counselling psychotherapy is available in-person, over the phone and by video.
- **Postvention**
Our Suicide Bereavement Liaison Service is our postvention practice. We provide free counselling, psychotherapy and practical support to people who have been bereaved by suicide.

Spotlight story



Verona's story: Making it easier to get help

Verona leads Pieta's team of thirteen therapists who offer support over the phone and through video. Verona talks about how her team's work is making it easier for people to access help when they need it most

Working with people remotely offers lots of advantages. It takes away the geographical barriers, allowing people to receive therapy in the comfort of their own homes without needing to travel to a service. This has significantly increased accessibility to Pieta's services.

One person who stands out lived alone on an island off Kerry. Without the option of a remote service, they wouldn't have been able to access the help they needed. They described their weekly session with Pieta as a lighthouse, guiding them in the right direction and bringing light and hope into their life. Our platform of phone and video therapy truly makes a difference.

All our therapists at Pieta are fully qualified and accredited. The virtual therapists use the same tools and adhere to the same model as those in our other services. We provide coping strategies and use cognitive behavioural therapy techniques to help people manage stress and

negative thought patterns. Our solution-focused approach empowers people to build on their existing resilience.

We work with individuals aged 12 and up. Our under-eighteen therapists are specially trained to work with children and young people. Remote therapists often use more verbal prompts on the phone and creative methods online, such as sharing screens for whiteboards or using online meditations. Video therapy can also include subtitles for the hearing impaired.

The feedback for virtual therapy has been overwhelmingly positive. It saves people the cost and hassle of multiple bus rides and parking fees. Many counties in Ireland are large and diverse, with some rural areas having poor local travel routes that can make accessing services difficult. Online and phone therapy makes it easier and allows people to receive help wherever they are.

Prevention

Pieta's prevention strategy aims to promote positive mental health and resilience, to help prevent suicidal or self-harm thoughts. In 2023, we delivered many preventive initiatives and programmes, including:

Know the Signs

Know the Signs is a community-based prevention campaign that we actively promoted at crucial times during the year when our services were in high demand. Its primary goal is to increase awareness and educate the public about the warning signs of suicide. We collaborated with Sam's Barbers to target a younger male demographic, who can be challenging to reach. Barber shops are known for being relaxed environments where conversations flow naturally. This makes them ideal for discussing important topics such as mental health. That's why our campaign slogan emphasises 'swapping the small talk for the big talk'.

Parent talks and sessions

Pieta helped parents whose children were having thoughts of suicide or were self-harming, by sharing crucial information with them in group settings. The talks and group sessions raised awareness about the signs of suicide and self-harm.

Empowering parents can improve their children's well-being and help them to have a better understanding of their children's needs. It also gives parents the knowledge and skills to offer the right support to their children.

Education and training

Providing support, resources, and information to parents and school staff is a major goal for Pieta. To achieve this, the team began researching and developing appropriate educational materials about suicide and self-harm for secondary school staff and parents.

In 2023, the education and training team successfully delivered the Resilience Academy and Amber Flag programmes to primary and post-primary schools.

The team also worked closely with key stakeholders to ensure that our educational content, training, and programme information are all aligned.

Resilience Academy

The Resilience Academy is an important prevention service provided by Pieta for secondary school students, offering programmes to equip them with emotional resilience skills. These include strategies

for coping, problem-solving and decision-making, along with cognitive skills.

The academy provides two digital, teacher-led programmes:

- A four-week road to resilience programme for all junior cycle groups
- A building resilience workshop for all students.

These programmes are delivered by post-primary school teachers, with support from a designated Pieta facilitator. Printed workbooks accompany the programmes. These allow students to engage with planned activities.

In 2023, Pieta showcased its programmes at various conferences and events, including:

- Delivering a building resilience workshop at Galway Comhairle na nÓg
- Presenting at the Prevention and Early Intervention (PEIN) Summit in Limerick. This event was organised by PEIN, in collaboration with the UNESCO Child and Family Research Centre, University of Galway (NUIG).

What schools say:

" My favourite part was "dealing with change" because, as we started the programme, I was dealing with an extraordinary amount of change" (Student)

" It gave me a better understanding about self-care, connections and mental care." (Student)

" Excellent addition to our wellbeing and Social, Personal and Health Education (SPHE) delivery in the school. The material was pitched well, with lots of backup support if you needed it. The teacher handbook was clearly laid out and easy to follow." (Teacher)

" Excellent programme. Thank you so very much." (Teacher)

2023 in numbers:

- **106 schools and 722 teachers in 24 counties registered 32,428 students to participate in our programmes**
- **27 schools participated in both the Road to Resilience and Building Resilience programmes.**

Amber Flag

The aim of the Amber Flag campaign is to promote positive mental health and wellbeing in communities through shared participation, knowledge, and empowerment.

The initiative recognises the individual efforts of primary and post-primary schools, Youthreach programmes, third level institutions, community groups and clubs to create healthy, inclusive environments that support mental wellbeing.

What schools say:

"The Amber Flag is a fantastic initiative to have in schools. Thank you for creating such an important initiative that will have a major impact on students and staff."

"The pupils reported feeling happier and more relaxed when undertaking activities. Pupils reported becoming more aware of others' feelings and their own."

"Students started to use wonderful language around mental health. They were more aware of supporting their friends on tough days and far more accepting of students who were less inclined to be part of friend groups."

2023 in numbers:

- 519 Amber Flags were awarded around the country in 2023 (956 in 2022). 70% were new applications across primary schools, post primary schools, further education institutions and the Irish Prison service
- 145,636 students, staff, volunteers, members, and service users participated (172,035 in 2022)
- 29 counties were represented
- There was an 80.46% success rate for applications in 2022/2023.

Spotlight story



Irish Prison Service becomes first state body to achieve an Amber Flag

In a groundbreaking collaboration, Pieta partnered with the Irish Prison Service to help them become the first state body to achieve an Amber Flag – a testament to their dedication to mental health support.

At a ceremony held at the Irish Prison Service Headquarters, representatives from the Department of Justice, Pieta, and local Amber Flag committees gathered to celebrate this milestone. Caron McCaffrey, Director General of the Irish Prison Service, and Stephanie Manahan, Chief Executive Officer of Pieta, presented the Amber Flag to each prison location.

The Irish Prison Service staff's active involvement in fundraising efforts, resulting in a remarkable €22,569 contribution to Pieta, underscores their commitment to promoting mental wellbeing and supporting Pieta's vital community work.

Director General Caron McCaffrey expressed pride in the recognition from Pieta, highlighting the understanding within the service of mental health's impact on individuals in their care:

"We are immensely proud to be recognised by Pieta and awarded the prestigious Amber Flag. Our staff understand the profound impact mental health has on individuals and those in our custody. This achievement reflects our unwavering commitment to the mental health of both our staff and those in our care. We are honoured to be the first public or private employer to receive this recognition from Pieta, a respected mental health charity."

Intervention

Pieta's intervention services are vital for those dealing with suicidal thoughts or self-harm. In 2023, we continued to provide free counselling sessions, using a strengths-based, solution-focused approach, available in-person, by phone, and through video.

Crisis helpline - 1800 247 247

The 24-hour crisis helpline is available for people who are in need of immediate support at a time of suicidal crisis. In 2023, the team answered over 27,000 calls and responded to over 75,000 texts from people in crisis.

- The crisis helpline offers crisis intervention support to anyone experiencing suicide ideation, engaging in self-harm, or bereaved through suicide. We also provide help, information, and psychoeducation for those supporting loved ones who are in crisis.
- The helpline is operated by qualified and experienced therapists, supporting service users through phone and text-based intervention with warmth, compassion, and hope. Our helpline therapists are the holders of hope for callers in crisis. They aim to move distressed callers from a place of crisis to a place of safety.
- The service is available 24-hours per day, 365 days a year and is accessible from anywhere in Ireland. This ensures that anyone in crisis, including people in isolated areas or difficult circumstances, has access to free therapeutic supports, any time of the day or night.

Managing calls and texts

With an increase in calls and texts in 2021 and 2022, a key goal for the crisis helpline team in 2023 was to answer more calls, and to reduce the waiting times for callers who want to speak to a therapist.

To achieve this goal, we focused on increasing our capacity, by recruiting sessional helpline therapists and growing our relief team. We did this to ensure that there was sufficient capacity to respond to the volume of calls and texts.

Supporting the helpline team

As a fully remote service, the helpline employs therapists from across Ireland and Northern Ireland in permanent roles. This means that we have a diverse and experienced workforce of qualified therapists.

To support the development of strong working relationships in this remote team, the crisis helpline therapists had the opportunity to meet their

colleagues in person in 2023. As well as building relationships with their colleagues the therapists benefited from shared learning and peer support.

What callers say:

"The support I got was very helpful. It took me from the lowest point I have ever been in to where I am now and feeling a lot better in myself."

"The helpline was a lighthouse in a very tough, lonely, dark time. Someone who listened, didn't judge, showed kindness and empathy. I am so deeply grateful for all the help Pieta offered me."

"Every time I rang I was always met with calm, compassionate and non-judgmental advice. You have honestly saved my life."

2023 in numbers:

- 27,914 answered (28,849 in 2022)
- 75,439 texts received (57,420 in 2022)
- 81% of people reported that the helpline/textline met their needs.

Psychotherapy and counselling

Pieta offers evidence-based counselling for people experiencing thoughts of suicide, or self-harm, or grieving a suicide loss. Our accredited therapists provide expert support and treatment to children, young people, and adults.

We offer both in-person and virtual sessions, making our services accessible to more people and accommodating their different preferences and needs.

In-person psychotherapy

Our in-person psychotherapy is delivered in 23 locations across Ireland. Our centres are designed to be safe and welcoming environments for people seeking support. They prioritise confidentiality, ensuring that people feel secure and comfortable throughout their therapeutic journey.

Virtual services

At Pieta, we understand that it can be hard to travel to appointments in person. That is why we provide phone and video psychotherapy, that is accessible from anywhere in the country. Our virtual services allow us to reach and support a wide range of individuals. These virtual services mean that we can provide a safe and effective environment for both attendees and therapists.

Benefits include:

- Accessibility
- Convenience
- Flexibility
- Continuity of care.

Accessible support just one call away

- 0818 111 126

Our dedicated appointment line makes it easy for people to start therapy with Pieta, whether in-person, by phone, or via video.

Our trained and experienced regional support coordinators ensure that people receive a professional and efficient service, helping them to access and navigate our services throughout their journey with Pieta.

Due to high demand, we hired three new temporary staff members in 2023. Together, the team handled over 43,000 calls (39,971 in 2022) with warmth, compassion, and understanding.

What people say:

"I only had to wait briefly, for which I was extremely thankful. I was encouraged to reach out to the crisis helpline as often as I needed, even if I was not sure. That really helped me get through." (In-person service)

"Very comfortable, chill setting. The receptionist was lovely and always remembered my name." (In-person service)

"Surprisingly, I found it easier to consistently engage with remote psychotherapy, as opposed to attending appointments. Early in the psychotherapy process I struggled to get out of bed and leave the house, so I don't think face-to-face would have been suitable at the time or it would have been difficult to attend." (Virtual service)

"To be able to be in the comfort of your own home definitely made me feel so much safer." (Virtual service)

2023 in numbers:

- 6,865 people supported (6,888 in 2022) through one-to-one psychotherapy services across 50,944 hours (51,342 in 2022)
- 32,650 psychotherapy appointments held in-person, making up 64% of the total appointments for the year
- 18,294 appointments held by phone and video, the remaining 36% of appointments for the year.

“

I found it easier to consistently engage with remote psychotherapy as opposed to attending appointments. Early in the psychotherapy process I struggled to get out of bed and leave the house, so I don't think face-to-face would have been suitable at the time.

(Virtual service client)

Postvention

Pieta's postvention services offer support to those who have lost someone to suicide. In 2023, we continued to provide free counselling and practical support, to ease the challenges people experience during this difficult time.

Bereavement counselling

Our therapists offer bereavement counselling through in-person sessions and phone calls, and via video. They support individuals bereaved by suicide, including family and friends. Therapists create a caring environment to help people deal with loss, by offering emotional support, guidance and coping strategies.

Suicide Bereavement Liaison Service

The Suicide Bereavement Liaison Service team provides support to families and communities in the immediate aftermath of a death by suicide.

Throughout 2023, the Suicide Bereavement Liaison Service continued to provide a prompt and proactive response to suicides in the community. As counsellors and psychologists, the Suicide Bereavement Liaison Officers (SBLOs) offer practical, emotional and psychological support to bereaved individuals and families.

2023 in numbers:

- 606 households supported (670 in 2022)
- 7,348 individual service users (7,383 in 2022).

Stay safe

The SBLO team introduced the Stay Safe app in early 2023.

Because SBLOs work in communities, travelling extensively, including to remote areas and, sometimes, outside regular hours, the app offers 24/7 monitored support. It allows them to raise an alarm if they encounter any concerns or difficulties while working.

This extra safety measure provides additional support for the team, especially when they work alone, and into the late hours, if necessary.

Training for the Gardai

The SBLO team offers training and information sessions to Family Liaison Officer (FLO) trainees at the Templemore garda training centre, on request, typically on a monthly basis.

During these sessions, we engage with FLO trainees and provide comprehensive details about the Suicide Bereavement Liaison Service. Our aim is to educate them about postvention and to emphasise the importance of early engagement with people bereaved by suicide.

We hope that they will carry this information and knowledge with them when they are assigned to different stations across the country.

Supporting the SBLO service

In late 2023, we recruited a Suicide Bereavement Liaison deputy, a crucial role supporting the team in their demanding daily tasks and enhancing the service. This position plays a significant role in aiding an ongoing review of the SBLO service and contributing to project work.



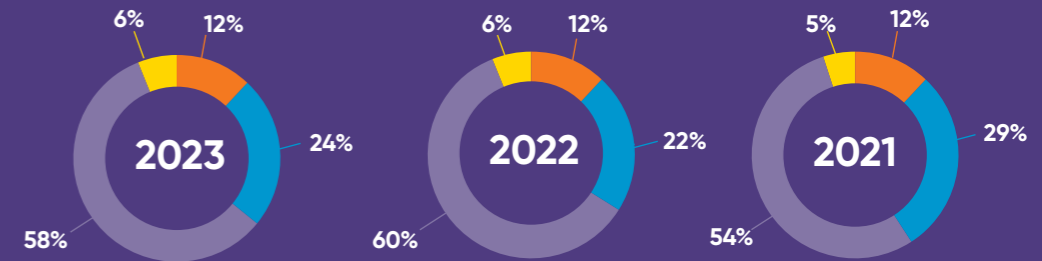
Throughout 2023, the Suicide Bereavement Liaison Service continued to provide a prompt and proactive response to suicides in the community.

The people who come to our services



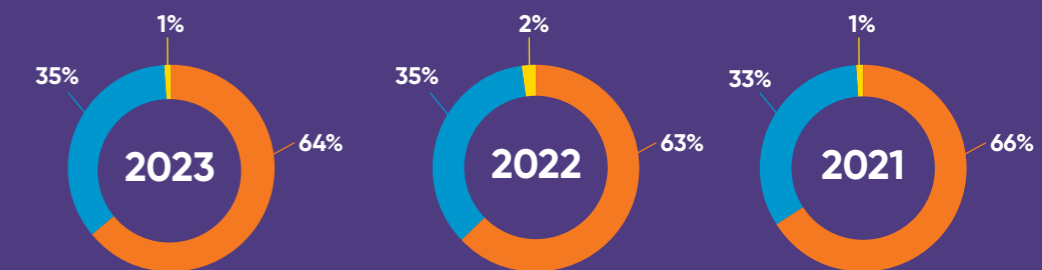
Clinical risk level

- Low
- Medium
- High
- No risk level



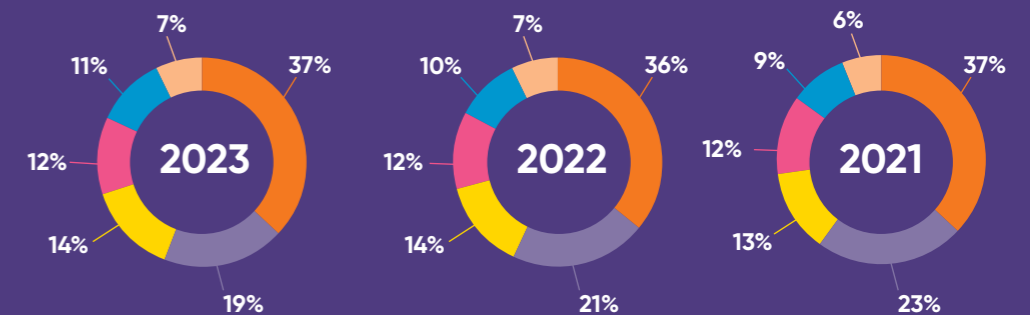
Gender

- Female
- Male
- Other



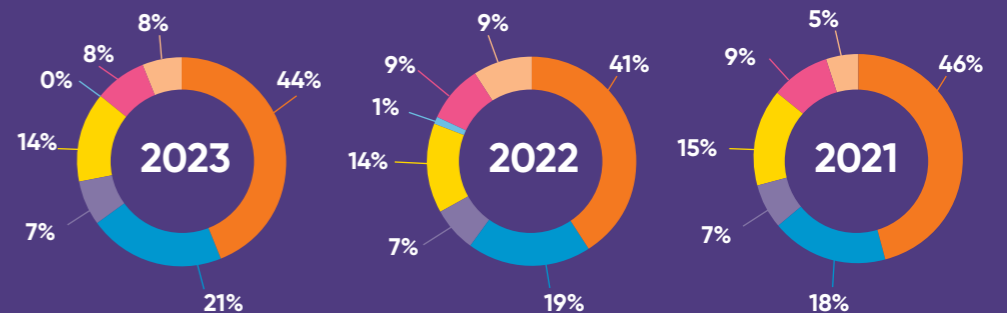
Age range

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



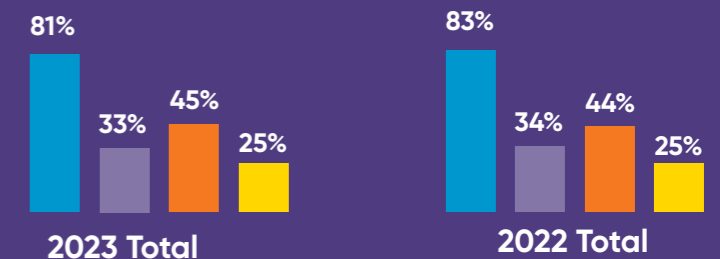
Employment status

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



Presenting conditions

- Suicidal ideation
- Suicide attempt
- Deliberate self-harm
- Suicide bereavement



Growing our services and supports

In 2023, Pieta continued to work closely with the HSE National Office for Suicide Prevention (NOSP) on our common goals. By networking with the HSE and the steering groups for **Connecting for Life**, we kept up our collaboration on important projects that make a real difference to the people we support. Connecting for Life is the national strategy for reducing suicide.

Additional support hours:

Working with local Community Healthcare Services (CHO), we were able to provide extra support hours in CHO9 and CHO1:

- 20 hours of psychotherapy in Cavan and Monaghan
- 35 hours in Balbriggan
- 35 hours in Blanchardstown.

New supports for parents

The funding made it possible for us to launch new parents' services. We piloted Psychoeducation Parent Support Groups and Information Seminars in Community Health Organisation (CHO) Area 9, which represents Dublin North, Dublin North Central and Dublin Northwest.

Six-week pilot psychoeducation group for parents

The parents' psychoeducation group aims to educate and empower parents whose children are experiencing suicidal thoughts or self-harm. The focus is on providing support and information to help parents assist their loved ones during difficult times.

We initiated a six-week pilot programme with a group of parents seeking extra support for their children. The goal is to teach parents how to have respectful, empathetic conversations and to provide them with practical steps to access help. Therapists specialising in working with children and young people aged 12-25 and their families facilitated this group. This pilot programme continued into 2024.

What parents say:

" As a parent, I'm more comfortable discussing suicide and thoughts around suicide and general feelings than I was prior to the course. Before I was afraid to mention or discuss suicide. Also, my young person is more comfortable telling me when they are not having a good day and we talk about ways we can engage in some self-care. This is just one of the benefits."

" The general feeling of being better informed and educated has fostered a sense of greater confidence when dealing with my child."

" I have more compassion towards my child and their struggle to stop self-harming."

Information seminars for parents

To connect with more parents in CHO Area 9, therapists hosted four seminars entitled: Understanding Suicide and Self-Harm. These sessions aimed to raise awareness about the signs and symptoms of suicidal thoughts and self-harm.

Suicide prevention training

Pieta successfully secured the open tender from HSE CHO Area 1 to manage suicide prevention training across Cavan, Donegal, Leitrim, Monaghan, and Sligo.

The education and training team managed the administration of this training, scheduling workshops in collaboration with local communities and organisations and managing the online booking system for both virtual and in-person training sessions.

Guided by our commitment to excellence, Pieta provided a seamless and inclusive training experience. We also provided comprehensive quarterly and annual training statistics and reports to the relevant resource officers for suicide prevention and the National Office for Suicide Prevention (NOSP), underscoring our commitment to accountability.

Looking ahead, Pieta is excited about our continued role in this initiative in 2024. We remain steadfast in our commitment to achieving training targets, building networks and increasing awareness of the free suicide awareness and prevention training offered by the HSE.



In 2023, our education and training team conducted research to identify gaps in support for the LGBTQ+ community.

New locations and investment in local services

Pieta's fundraised income helped us extend our reach by opening new locations across Ireland and enhancing existing services, including:

- Introducing a new service in Dunmanway, West Cork, providing 35 hours of intervention and bereavement support, and additional information
- Increasing capacity at our Swords centre in Dublin, by incorporating the Skerries outreach
- Establishing a new psychotherapy room in Lucan, Dublin, to accommodate more people in need of support
- Launching new outreaches in Blakestown and Mountview Youth Initiative in Balbriggan and North Dublin Regional Drug and Alcohol Task Force Centre in Blanchardstown, Dublin.

These developments aim to make our services more accessible, reduce wait times and engage the community more effectively.

Pre-accreditation team

The pre-accreditation team provides support in the recruitment of new therapists into Pieta, as well as giving pre-accredited therapists a paid opportunity to complete the clinical hours they require to become fully accredited.

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

In 2023, the pre-accredited therapists provided 1,063 intervention and bereavement psychotherapy sessions. They supported approximately 144 individuals and provided hugely beneficial assistance to them.

Inclusive services and supports for our communities

Pieta is committed to offering inclusive services and providing support for all groups and communities across Ireland.

Traveller community

The Traveller community in Ireland faces significant challenges relating to mental health and suicide. Pieta understands the importance of collaborating with Traveller organisations and community groups, to develop initiatives that raise awareness and promote the supports and services available. In 2023, Pieta supported the HSE Traveller Mental Health Days. We joined the Traveller Network Group and we engaged with Offaly's Traveller Movement.

Promoting visibility and inclusion of LGBTQ+ persons

In 2023, our education and training team conducted research to identify gaps in support for the LGBTQ+ community. Securing funding from the Department of Children, Equality, Disability, Integration and Youth (DCEDIY) in October 2023, they initiated the Empowerment Through Education project.

This project aims to create tailored resources on suicide prevention and self-harm awareness for LGBTQ+ individuals. The team collaborated with stakeholders in the LGBTQ+ community, to gather insights and feedback, a process still ongoing in 2024. This collaborative approach ensures that the resources developed are effective in addressing the unique challenges faced by LGBTQ+ individuals.

Belong To partnership

Through the support of our teams, Pieta provide four hours of clinical support in the Belong To office in Dublin City Centre.

Pieta and Belong To partnered in 2023 to review current practices for LGBTQ+ diversity and inclusion across all of our services and functions.

We conducted an organisation-wide audit against the key indicators using a two-pronged approach:

- A desktop audit group, consisting of dedicated volunteers from all departments
- A survey across the organisation.

The resulting report recommended areas for improvement and we have developed a roadmap to progress this in 2024.

Irish Farmers' Association

In 2023, we continued to collaborate with the Irish Farmers' Association (IFA) to support farmers and their families. Through workshops and resources that address stressors, such as financial challenges and isolation, we help farmers to recognise and manage stress effectively. The collaboration aims to improve farmers' wellbeing and create safer farm environments. We were also delighted to attend the National Ploughing Championships with the IFA. During the event, we talked to many people about the wide range of services and support we provide

Supporting clinical projects and programmes

Research and evaluation

Pieta's research and evaluation team is part

of the clinical programme office. Alongside the complementary functions of our data analysis team, this team aims to ensure that Pieta's work is evidence-based and informed by lived experience and current best practice.

The team has three primary work strands:

- Engaging with people who use our services and other key stakeholders, to inform quality and service improvement
- Building the research capacity of the organisation
- Engaging in research, aimed at enhancing the services and supports available to all those impacted by suicide and self-harm.

2023 highlights from our research and evaluation

• Building research capacity

Goal 7 of **Connecting for Life**, Ireland's national strategy for reducing suicide, highlights the need for better research and data. To support this goal, Pieta has been working, in recent years, to identify and put in place the resources, policies and procedures needed to increase the research capacity of the organisation. The key steps taken in 2023 include (but are not limited to):

- Investing in analytical software for research purposes
- Developing research and evaluation policies and procedures
- Hosting a research placement, and building relationships in academic institutions including Dublin City University (DCU), University College Dublin (UCD), NUI Maynooth and Trinity College Dublin
- Recruiting for Pieta's new research advisory committee. This process started in 2023 and the committee is due to be formally established in 2024.

Building the research capacity of the organisation will remain a priority for years to come.

• Conducting research

Pieta worked with staff members and researchers from academic institutions to conduct or support several research projects. For example:

- We worked with postgraduate students from the Royal College of Surgeons, Ireland and from the Global Mental Health Network in Trinity College Dublin. The research was on suicide bereavement and psychoeducation programmes relating to suicide and self-harm.

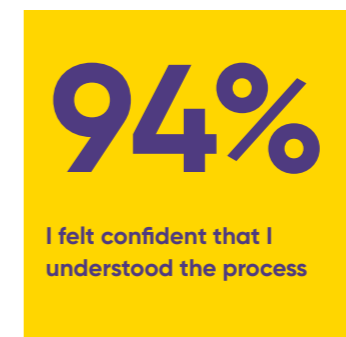
- We kept our focus on research projects relating to young people. This reflects the ongoing changes to the demographics of the people we support. Young people continue to be a priority for us.
- Pieta has been piloting a psychoeducation programme for parents of young people who have self-harmed and has worked with researchers from Dublin City University to design the evaluation of this pilot programme.
- We collaborated with researchers in UCD and NUI Maynooth on a NOSP-funded project to co-design a suite of informational resources for the parents/carers of young people who self-harm. This important project is due to be completed in 2024. It will not only benefit Pieta's work with the parents/carers of young people who self-harm. It will also build on relationships being developed with the NOSP and academic partners. It means that Pieta can make a significant contribution to resources that could help the people who engage with our services, as well as the parents/carers of young people who self-harm.

Feedback and consultation

Learning from lived experience and listening to the views and experiences of the people we support is very important to Pieta. Feedback is central to developing and improving our services.

In 2022, the research and evaluation team piloted a new post-treatment feedback process. They have continued to refine and improve this process throughout 2023. Survey response rates continue to increase – up from 6% in 2019 to 22% in 2023. Almost 650 people provided feedback in 2023. Findings have been consistently very positive.

Here are some highlights:



Developing and delivering training, in line with best practice, is essential to achieving our mission.

Practice development

We are committed to developing our clinical practice, to ensure that our services are evidence-based and in line with best practice. We will continue to improve the quality and governance of our services.

To oversee this, Pieta developed a new role. The responsibilities of the new practice development manager include leading and supporting the continuous process of improvement in delivering counselling and psychotherapy to adults, children and young people. This will improve clinical effectiveness and outcomes.

Practice development supported the pre-accredited therapists and continued to provide support, guidance and knowledge to help them to gain beneficial experience working in suicide intervention and self-harm.

Developing and delivering training, in line with best practice, is essential to achieving our mission. Pieta therapists are grounded in ethical principles, evidence-based practice and clinical competence. Practice development leads training programmes to support their continuous professional development.

Spotlight story



Nora's story: A practical and solution focused approach

Nora leads our team of therapists at Pieta Midwest based in Limerick. Nora talks about Pieta's one-to-one therapy approach for people affected by suicide or self-harm

Pieta's one-to-one therapy is designed specifically for people who are affected by suicide or self-harm. So, the first step is to assess the person to make sure that Pieta is the right service for them.

Once that assessment is done you will be offered 12 free sessions with a fully qualified therapist who specialises in suicide, self-harm or bereavement.

The therapy is very practical and solution focused. We work to help you identify the triggers that are causing you to self-harm or have suicidal thoughts and to identify the solutions that can be put in place to help you cope. It's about tapping into your own resilience. Because we all have huge resilience.

Over the course of the 12 weekly sessions clients move at their own pace.

As each session goes by, we get the person to actively assess their level of risk. We get them to number it on a scale of 1-10 so they can see the progress that they're making. It's all about empowering the client who feels powerless, helping them take control of thoughts and feelings.

The important thing to remember is that this service is here for everybody. Mental health problems are not just things that happen to other people. Because there are no other people. There is only us. So, please, reach out if you feel you need help.

Community engagement and support

Our community advocacy

"No single service can cater for the diverse needs of a person with mental health difficulties."

(**Sharing the Vision – A Mental Health Policy for Everyone**, p36).

This is a central principle of key health and mental health policies.

Pieta understands that we need to work closely with our colleagues in statutory and community and voluntary services. By working together, we can provide a better service for the people who need our support.

At national level, we advocate for and contribute to the full implementation of key government policies, particularly **Sláintecare**, **Sharing the Vision** and **Connecting for Life**. **Sharing the Vision** is supported by a National Implementation and Monitoring Committee and **Connecting for Life** is supported by a Cross-Sectoral Group. Working with these groups to make sure that their policies are implemented is a key priority for Pieta. We also work with members of the government and government departments and with statutory agencies such as the HSE and Tusla.

Our policy work at local level is also very important to achieving our mission. We are well embedded in the local communities that we serve and we can rely on the support and strength of local stakeholders. We work closely with all nine HSE management teams, Resource Officers for Suicide Prevention, local Connecting for Life steering groups, local politicians and other key stakeholders.

Collaborating with others, both nationally and locally has meant that we could achieve more for the people we support in 2023.

Connecting for Life has identified certain groups as being particularly at risk of suicide. To help to achieve better outcomes for these people our advocacy and engagement team, along with our clinical team focused on working with other statutory and community and voluntary sector agencies and organisations in 2023.

We look forward to continuing this work in 2024.

National advocacy and engagement

HSE National Office for Suicide Prevention

We are grateful for the continued support of the HSE, both at national and local levels. The HSE National Office for Suicide Prevention (NOSP)

provides Pieta with limited funding for our clinical services. We have a strong and effective working relationship with the office. As the HSE undergoes its significant national reorganisation, we are well-positioned to collaborate effectively with the new regions.

Our therapists work very closely with HSE Mental Health Operations. We are in constant contact with them and their frontline staff. By working together we can provide a better service for the people who need our support.

We formally met with the NOSP three times in 2023 and kept in touch informally, on a regular basis. We are part of their monthly sectoral forum, which supports the sharing of information between the HSE and community and voluntary organisations working to prevent suicide and self-harm. We work closely with the Resource Officers for Suicide Prevention (ROSPs) at national and local level. The ROSPs are central to achieving the aims of Connecting for Life. Our work is enriched by their efforts and leadership in local communities. We are in constant contact with ROSPs in every CHO and these relationships are critical to ensuring that people affected by suicide and self-harm are well supported by the range of services that we provide.

HSE Mental Health Operations

Pieta's focus is always on delivering better services for the people who need our support. We work with HSE Mental Health Operations, at both national and local level. Together, we can deliver an integrated and improved service for people right across the country.

While we co-operate closely at national level, we also work at local level. We met with the Chief Officers and/or Heads of Service in all nine CHOs last year and we met with Community Health Organisation (CHO) management teams regularly. Working in this way means that we can ensure that quality services are available right across the country.

The people who are in most need of our services and support often present first at an emergency department after an episode of self-harm. In 2023, we continued to work with the National Clinical Care Programme Office in the HSE and, specifically with the National Clinical Care Programme for the Assessment and Management of Patients Presenting to Emergency Departments following self-harm. We attended and presented at a national training day, and we were pleased to meet with emergency department staff to discuss how we can further support their work.

Given that thousands of people present to emergency departments every year with self-harm or suicidal ideation, we know that continuing to work closely with emergency department staff will remain important in the future.

HSE Child and Youth Mental Health

In October 2023, Minister for Mental Health and Older People, Mary Butler, TD, launched the new National Office for Child and Youth Mental Health in the HSE. This new office will provide essential leadership, oversight and support to services and programmes on child and youth mental health in Ireland.

We were pleased to meet with their leadership team last year, to provide insight into the extensive work Pieta does in the area of child and youth mental health and we look forward to collaborating closely with the office in 2024 and beyond.

Policy fora

Pieta's work is fundamental to implementing Ireland's national strategy to reduce suicide, **Connecting for Life**. We play a lead role in delivering the key actions in this policy. As well as reporting to the HSE and to the government on our contribution to implementing this policy, we engage directly with the National Cross-Sectoral Steering and Implementation Group and we met with the members of this group in 2023.

Recommendation 26 of **Sharing the Vision** aims to enhance the partnership between HSE services and the community and voluntary sector. Pieta sits on the working group for implementing Recommendation 26. In 2023, we attended a number of cross-sectoral events focused on planning and development. We also engaged, throughout the year, with members of the National Implementation and Monitoring Committee, who oversee the policy.



We met with and collaborated with a huge range of organisations and state bodies in 2023.

Collaboration across Ireland

In order to increase our reach and impact and to ensure the ongoing delivery of our services in a partnership model, we continue to engage with organisations and professional bodies right across Ireland. We met with and collaborated with a huge range of organisations and state bodies in 2023. We would like to especially thank the following organisations for their engagement last year: the Ombudsman for Children, the ICGP, MyMind, Helplink, See Change, the Samaritans, Spunout, the Irish Farmers' Association, Mental Health Reform, Childrens Rights Alliance, Exchange House, and many others.

Political engagement and reporting

Pieta advocates for continued investment in Ireland's mental health services and the full implementation of government policy. We engaged closely with the Oireachtas in 2023, to advance this work. We are particularly grateful for the continued support of the Minister for Mental Health and Older People, Mary Butler, TD and her office for their close co-operation and engagement with us during 2023.

Pieta presented to more than 30 members of the Oireachtas at a briefing in Leinster House in September. TDs and Senators were very supportive. This lobbying work will continue to be a central part of the work of our advocacy and public engagement team in 2024.

In accordance with the regulations, Pieta registers all of our lobbying activities on The Register of Lobbying.

As part of our Darkness Into Light campaign, we wrote to several national political representatives and other public figures. We are very grateful to everyone who gave their time to attend and support walks in their localities and joined with us in the fight against suicide and self-harm.

Spotlight story



Pieta welcomes boxer Paddy Donovan

In February, Pieta Midwest in Limerick hosted a special event featuring professional boxer Paddy Donovan, his brother Edward Donovan, and their cousin Jim Donovan.

Paddy presented a €5000 cheque to Pieta, raised through his efforts to promote the charity during his fight card preparation in November. His interviews and promotion of Pieta's services, especially within the Irish Travelling Community, highlighted his dedication to supporting mental health in Ireland.

Raising money for our vital services

Overview of fundraising in 2023

Total income

€14.3 million

(€15.2 million in 2022)

Breakdown:

€4.3m

Donations and legacies
(€4,130,815 in 2022)

€2.5m

Public fundraisers
(€4,343,830 in 2022)

€0.26m

Pieta fundraisers
(€136,030 in 2022)

€4.7m

Darkness Into Light
(€4,562,661 in 2022)

€2.3m

Income from statutory bodies
(€1,982,188 in 2022)

€0.12m

Others
(€77,257 in 2022)

In 2023, Pieta continued to explore and innovate to find new ways to fundraise in support of our services.

Fundraising experienced a slight downturn compared to 2022, likely attributable to economic challenges affecting disposable income, ongoing pandemic fatigue impacting participation, and heightened competition from other causes diverting donations.

Our purpose is to reduce suicide and self-harm, and to support those who have been impacted by suicide and self-harm. It costs about €17million to run Pieta each year, with over 85% of the funding we need coming from our generous donors and dedicated supporters.

In an increasingly tough fundraising environment, it is only by working closely with businesses, individuals, and communities that we can tackle and prevent mental health crises and achieve this purpose.

Pieta's fundraising achievements, this year, are a testament to the strength of community collaboration and the profound impact of collective action. In 2023, our fundraising team worked on broadening our fundraising approaches, so that we could address the changing needs of the people we work with. We introduced new fundraising activities, reaching more people and strengthening our connections within communities.

During World Suicide Prevention Month (10 September to 10 October), we launched the Go Amber campaign. This focused on rallying local communities to raise funds and to raise awareness about mental health issues. The campaign was a significant new initiative for our fundraising team.

Along with our other community-focused efforts, the Go Amber campaign has greatly improved our capacity to raise funds. It has also increased awareness of our services. More individuals have been able to access the help they need and we have built a stronger, more active support network.

In 2023, we took the strategic decision to merge our fundraising and marketing teams. This has made our messaging more consistent and powerful and strengthened our connections with communities. It has also boosted the reach of our campaigns, ensuring ongoing support and growth for our essential services.

Fundraising highlights

We have amazing supporters, volunteers, and staff teams. Their commitment and passion bring light to people in dark places. We look forward to building on the successes of 2023 into 2024 and into the future:

- **Individual giving:** Our individual giving team reached out with gratitude to over 20,000 incredible donors this year. Each of them made a profound impact through their generosity.
- **Community engagement:** Our dedicated community engagement team supported over 1,000 community fundraisers who organised a diverse array of events – from cake sales and marathons to tractor runs. We are deeply grateful to these community fundraisers for their initiatives and contributions.
- **Darkness Into Light:** This year, in collaboration with Electric Ireland, we launched a new advertising campaign for Darkness Into Light. We invited supporters to 'Join us for the most important sunrise of the year'. The response was overwhelming, with more than 109,000 participants joining us to make a stand against suicide and self-harm and raise vital funds.
- **Corporate partnerships:** Our corporate team worked closely with over 200 businesses, and built strong partnerships to help us to achieve our purpose. Our Candle of Hope campaign, now in its second year, was a highlight in 2023. This campaign has resonated deeply within the corporate community.
- **Special events:** Dermot Kennedy gave a standout performance at the National Concert Hall, in Dublin, with a performance that benefited both Pieta and Barretstown. This event alone raised a phenomenal €400,000.

Community fundraising

Throughout 2023, communities rallied together in various creative ways to support Pieta. From

tasty cake sales to challenging marathons and, even, spirited tractor runs, over 1,000 community fundraisers organised events. Each effort, big or small, plays a pivotal role in our ongoing efforts to provide crucial self-harm and suicide prevention services. We extend our heartfelt appreciation to all involved.

Here are three notable examples of the challenges undertaken by our incredible supporters:

Swim in blue for Lukey

Ali Meehan embarked on a fundraising journey in memory of her friend, Luke Shea, who died by suicide on 7 February, 2023. To honour his memory, Ali committed to a year-long fundraising initiative for Pieta. She made that commitment on 22 March – the date would have marked Luke's 21st birthday. Her commitment involved a journey of 21 swims across all coastal counties in Ireland, from Kerry to Donegal, Dublin to Waterford. Each swim represented a year of Luke's life. The journey culminated on Luke's 22nd birthday on 22 March, 2024, in his hometown of County Clare. Ali raised more than €17,000 for Pieta.

Andy's reverse car run

On 9 April, 2023, Andy Moynihan put his car into reverse gear and completed a 76km tour in Duhallow, Cork, to raise funds for Pieta. He did this in memory of his wife's brother, Michael Murphy, who died by suicide in 2011. Andy raised over €18,000.

Ricky Barrett memorial tractor run

Ricky Barrett had always wanted to fundraise for Pieta. He was motivated by the passing of one of his classmates by suicide. Sadly, Ricky himself died from cancer in October 2023, before he and his family could carry out their fundraising plans together.

In memory of their younger brother and son, and in order to fulfil his wish, Ricky's family organised a tractor run in Skibbereen, in West Cork last October. Together, they successfully raised over €10,000 to donate to Pieta and West Cork Palliative Care.

Go Amber

In September 2023, Pieta launched its new fundraising campaign, 'Go Amber and Be a Ray of Hope for Your Community'. The campaign was strategically timed to align with the period between World Suicide Prevention Day (10 September) and World Mental Health Day (10 October).

The enthusiasm and dedication of local businesses made the campaign's inaugural run a resounding success. Over 158 Irish SMEs and hundreds of volunteers nationwide stepped forward and raised almost €100,000 for Pieta from a variety of activities. The impact of Go Amber was amazing. Businesses of all shapes and sizes took part in the effort to fundraise and showed their commitment to preventing self-harm and suicide.

The campaign saw almost a hundred volunteers across Ireland take part in Pieta's first-ever bucket collection on World Suicide Prevention Day. Go Amber has set a robust foundation for future initiatives, and Pieta thanks every donor, volunteer, and business that contributed to its success.

What our supporters say:

" Being part of the bucket collection was a deeply humbling experience. Witnessing the outpouring of generosity and hearing the impactful stories of how Pieta has supported so many families filled me with immense pride. It's a powerful reminder that, together, we can make a real difference." A Pieta volunteer

" Every day, we see people from all walks of life coming through our doors. Joining Go Amber was our way of showing that we're more than just a gym. We're a support system, a community. We're here to do whatever it takes to ensure that lifesaving services are there for everyone who needs them." Sean, FitNS Connect

Our first annual abseil

The Pieta abseil event took place on World Suicide Prevention Day, 10 September. Organised by Pieta, in collaboration with Adventure Ireland, this was the first ever abseil challenge dedicated to raising awareness and funds for self-harm and suicide prevention in Ireland.

For this fantastic event, a spirited group of 40 brave volunteers took a significant leap – not just physically, but for a vital cause – as they abseiled down the picturesque cliffs of Dalkey Quarry.

Participants from various walks of life, spanning a wide range of ages, gathered to tackle the descent, demonstrating remarkable courage and solidarity. The atmosphere was full of enthusiasm and a shared commitment to supporting Pieta's mission.

Our heartfelt thanks goes out to all the participants and supporters who made this day possible.

Facebook challenges

Facebook challenges have become a popular way for our community to support Pieta through their love of challenges.

In 2023, our committed Facebook fundraisers took part in various activities including runs, walks, and cold water plunges. Participants want to be part of an online community, to push themselves with a challenge and to support Pieta on their own terms. Here's a selection of some of the challenges our supporters took on:

Jog 28 Miles in February.

Participants from all corners of the country joined in our Jog 28 Miles in February challenge, raising an impressive €139,924.

5k a day in May

Supporters committed to walking, running, jogging, or cycling 5k every day throughout May. This nationwide challenge garnered support from individuals across Ireland, raising €143,473.

Run 60 Miles in September

People laced up their running shoes and aimed to complete 60 miles during the month of September. Whether they ran two miles daily or tackled ten-mile runs, participants from various locations, at home and abroad, contributed to the success of this challenge. Run 60 Miles in September raised a remarkable €193,826.



November Cold Water Challenge

Brave souls took on the challenge of swimming, dipping, or showering in cold water for 30 seconds every day in November. To ensure safety, we hosted a water safety webinar in collaboration with the RNLI, providing participants with essential knowledge to stay safe. This chilly challenge raised €82,590.

Darkness Into Light

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 now there are over 100,000 participants in Darkness Into Light each year.

The walk provides an opportunity for people to connect with their local community and to bring hope to people 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 and hope in the global fight against suicide and self-harm. Darkness Into Light remains a vital fundraising initiative for Pieta.

Building on the success of our return to physical walks in 2022 after the pandemic, we focused on strengthening the structure and reach of our official walks across Ireland and internationally. This was made stronger by enhancing our internal team structure. Now, we have a dedicated team supporting our volunteer committees, and a project management team leads the event strategy and provides logistical and technical assistance throughout the campaign.

Volunteer committees and their communities remain the driving force behind Darkness Into Light. In 2023, 188 committees hosted walks in their neighbourhoods, uniting people in solidarity and hope. Sports clubs, community organisations, schools, businesses and individuals joined together to support the event, fundraising and providing services and goods for local walks, all to raise crucial funds for Pieta. Terenure College in Dublin, for example, hosted its own event on campus, raising over €16,000 for Pieta.

We expanded the reach of Darkness Into Light in 2023. We added 20 new locations, including Lough Boora, Clapham Common, and Gibraltar. Overall, there were more than 109,000 participants, worldwide. Although there was a slight decrease in registered participants, the feedback from committees and communities across Ireland indicated a strong turnout at the 2023 events. Research by Amarach shows that

the Darkness Into Light event has an impressive recall rate of 95%.

Interestingly, there was a noticeable presence of unregistered attendees, which could possibly be linked to the ongoing cost-of-living crisis. While our efforts to promote the reuse of event t-shirts helped cut costs for Pieta, they may have inadvertently reduced the incentive for participants to register. Addressing this issue will be a top priority in 2024.

In 2023, we collaborated with our primary sponsor, Electric Ireland, to unveil a new creative advertising campaign, aimed at boosting national awareness and engagement. Themed 'the most important sunrise of the year,' the campaign spans three years and encourages public participation and fundraising through national TV, radio, press, and digital channels. Pieta's marketing efforts across email, social media, and regional PR further amplified the campaign's message, underscoring the crucial services supported by this beloved event.

In 2023, Darkness Into Light raised over €4.5 million, accounting for nearly 40% of the total fundraised income required to support Pieta's services nationwide. This is up from 35% in 2022, highlighting the event's continued significance and its consistent fundraising performance.

2023 in numbers:

- €4,777,811 raised (€4,562,661 in 2022)
- 9.5K volunteers globally
- 1,200 committee members
- 199 official walks worldwide
- 36 like-minded partner charities supported
- 15 participating countries (Ireland/UK/Australia/Canada/Spain/Luxembourg/Belgium/Gibraltar/USA/South Africa/New Zealand/Netherlands/Switzerland/Poland/Hong Kong)



Farewell to Johnny Fox: A true Hope Hero

We want to acknowledge the passing of Johnny Fox, a lifelong supporter of Pieta and Darkness Into Light.

Johnny passed away in April 2024 after a brief illness. He was one of the founding committee members of Darkness Into Light at Phoenix Park. After the loss of his son, Johnny, his wife Gertie, and their family joined Pieta with a small band of volunteers to walk into the dawn and raise funds for our services. His dedication has been pivotal in our journey.

Every year, Johnny was a key figure at the Phoenix Park walk, organising, participating, and cheering everyone to the finish line. Even in recent years, when he couldn't do the full walk, he stood at the finish line until the last participant crossed.

Beyond Pieta, Johnny was a founder and lifelong supporter of the Tallaght Athletics Club, where he coached for decades. Irish Olympic hopeful Rhasidat Adeleke fondly recalled his early influence as her first coach.

Johnny was our first Hope Hero, embodying the spirit of hope and love. His impact on Darkness Into Light and Pieta is immense and lasting. Thank you, Johnny.

Spotlight story



Fiona's story

Fiona shares her story of becoming a volunteer on the organising committee for Darkness Into Light in Cavan after the loss of her brother to suicide.

We lost our brother, James to suicide at the age of 23. I was approached by one of the founding members of the Cavan Darkness Into Light and asked to be an ambassador to help raise awareness. Oh my! It was beautiful! The sense of connection, it blew my mind.

We have a small committee of six people who are amazing. And we have a massive family of volunteers beyond that who help to make it all possible. All the local sports clubs and businesses get involved. Even the 5th and 6th class girls in the school where I work help by making thousands of string lights to light the path on the reflective km part of the walk. It's stunning.

The number of people who take part each year is incredible. Their support, their love and their dedication means more than I can describe. Thanks to them, Pieta can run all these vital services.

Darkness Into Light is such a special event. I love the community and the way it brings people together. It leaves you with this overwhelming sense of hope. As much as my heart will forever be broken, it heals me every year."

Corporate partners

Pieta would like to say a huge thank you to our community of corporate donors for 2023. Because of you, we can continue to provide our vital services to those most in need. Every relationship matters, and every fundraising or awareness raising activity a business organises for Pieta means the world to us.

Building and supporting corporate partnerships is key to our work, and we were overwhelmed with all of the support we received, working on existing and new partnerships around the country in 2023. The innovation that we have seen from employees and organisations fundraising for Pieta, with everything from abseils to virtual walks of Ireland, truly inspires us. To those of you who champion Pieta year after year, and to those who have just joined the Pieta family, to raise awareness and funds, we say a heartfelt thanks.

Highlights include initiatives such as the EPS Group's 5 Peaks Challenge. Their teams started at Mount Carrauntoohil in County Kerry and headed north to Newcastle, County Down to take on Slieve Donard, before going on to Dublin to catch a ferry to Holyhead, North Wales. The next stage was to Mount Snowdon and then on to Scafell Pike, in the Lake District, the highest peak in England. The final leg was in Scotland where they climbed Ben Nevis. One member of the EPS team then travelled to Machu Picchu, where he embarked on the Inca Trail. It took him seven days to reach the Sun Gate. Carrawler has also done lots of innovative fundraising for Pieta, with great support from everyone. Their fundraising initiatives included a Santa 5k, a Pedal4Pieta and charity quizzes. Carrawler also supported our Candle of Hope campaign in 2023.

AerCap got all of their teams, nationally and internationally, involved in Darkness Into Light. They invited colleagues from their offices in Dublin, Shannon, Dubai, Singapore and Miami to take part in the event. AerCap also made a donation to Pieta for every staff member who registered for the walk.

We are particularly grateful to Electric Ireland, their staff and customers, for their continued sponsorship of our Darkness Into Light event. Other partners, who have provided invaluable support for our work include Lyreco, Joe Duffy Group, Smurfit Kappa, Jones Engineering, Pepsico, Mason Hayes and Curran, PwC and Microsoft. We are very grateful to them.

The generosity of our donors and partners meant that we could give our clients the support they needed in 2023. We will continue to make a difference in their lives in 2024 and beyond.

Individual giving

Individual giving is a fundraising strategy which seeks financial support directly from individuals. It aims to cultivate personal connections and engage donors on a one-to-one basis. Individual gifts can be once-off or regular, for example through monthly payments by direct debit. They can range from small amounts to major gifts and gifts in wills. The individual giving programme started in 2021. It provides a growing stream of unrestricted income for Pieta to fund our core services.

In 2023, we continued to engage with our loyal and growing family of individual donors. We supported this through our newsletter Inside Hope and summer and Christmas appeals. We used direct mail and advertising in print, digital and TV media to reach and welcome new supporters. We also receive a steady stream of organic donations. These are gifts often made for personal reasons. For example, many kind donors make gifts in memory of a loved one, or remember Pieta in their wills.

We welcomed many new Guiding Lights – donors who have pledged monthly gifts. This planned income helps to sustain Pieta's essential services on a long-term basis.

We received a record income from Gifts in Wills in 2023, raising €1,152,533 from supporters who left a living legacy to Pieta. There is great potential to grow this income, which costs nothing during the lifetime of the donor.

Thank you to the many kind donors who have given and continue to support Pieta's lifesaving work.

Summer appeal and Christmas appeal

In the Christmas appeal of 2023, Pieta shared a touching story about a father and son dealing with mental health issues. They highlighted how Pieta's support was crucial in their journey. The story, made anonymous for privacy, showed how hope and donations helped them to overcome challenges. Testimonials like Paul's emphasised how donations are vital for Pieta to provide hope and healing to others.

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Thank you to the many kind donors who have given and continue to support Pieta's lifesaving work.

In the summer appeal, Pieta featured the brave story of Sean Kinsella and his family, told by his daughter, Kaitlyn. They showed how Pieta's counselling services saved Sean's life during his battle with suicide. Kaitlyn's heartfelt plea stressed the importance of ongoing support from donors in keeping Pieta's services running and giving hope to those facing mental health struggles.

Both appeals shared personal stories of resilience and recovery, demonstrating how Pieta helps individuals and families facing mental health issues. The gratitude expressed by Paul and Sean, along with Kaitlyn's call for support, deeply touched supporters, highlighting the importance of compassion, solidarity, and generosity in helping communities to heal.

Supporters' newsletter

In 2023, we released two additional editions of our supporter newsletter, Inside Hope. One was published in the spring, and the other in the autumn. As always, the aim with the newsletter is to keep supporters informed and to thank them for all the amazing work that they make possible. Each issue brings supporters behind the scenes to meet key staff and other members of the Pieta community.

The spring issue included pieces from Limerick therapist, Nora Conway, who gave supporters a look inside how Pieta's one-to-one therapy works. In that issue, we profiled DIL organiser, Fiona Corby. Lead Pieta Therapist, Kathleen Bourke discussed how supporters are helping Pieta to meet the rising need for services.

The autumn issue included a special focus on men's mental health. Pieta therapist, Declan Crowley discussed Pieta's virtual therapy services. We updated supporters on the success of DIL 2023, featuring DIL organiser, Dolores O'Neill and introducing the new Go Amber campaign.

The newsletter is a key communications tool for Pieta, helping to cultivate our relationships with donors and to champion the Pieta services and work that simply wouldn't be possible without our amazing community of supporters.

Spotlight story



Dermot Kennedy at The National Concert Hall

In 2023, one of the best moments was when Dermot Kennedy supported Pieta by performing a surprise Christmas concert to wrap up his year of touring.

Dermot is such a wonderful supporter of Pieta and we were thrilled when Dermot wanted to do an intimate concert for Pieta and Barretstown. The evening was just incredible, the atmosphere was electric and it helped to raise huge awareness and funds for Pieta's services.

Dermot expressed his gratitude, saying on his Instagram, "I just got word that we raised just

under 400,000 euro with tonight's show for Barretstown and Pieta... Best feeling in the world. Thank you so, so much. For your generosity, for your support, and for a beautiful show this evening!! Happy Christmas."

We are deeply grateful for the continued support of Dermot and his fans.

How we work



Our people and our culture

An evolving team

Pieta's impact across Ireland is driven by the dedication of our team. Under the leadership of our chief executive officer, Stephanie Manahan, compassion and hope are at the heart of everything we do.

By the end of 2023, our staff team had grown to over 300 members supporting our services, volunteers and fundraising.

Clinical services and support

Assessing the needs of the people we work with and putting the appropriate supports in place for them has always been a key consideration in determining where we can best allocate resources. By re-organising our resources we were able to provide the equivalent of one extra full-time therapist for many of our services and teams. We were proud to support the opening of our new service location in Wexford and to assist our staff in the move to this location. Our flexible, remote work arrangements, introduced during the pandemic, continue to promote work-life balance and improve service accessibility.

Investing in our people

As an organisation, we prioritise learning and development and, in 2023, we were delighted to offer our bursary scheme again to support staff pursuing further education.

Due to the extraordinary demand for child and adolescent therapeutic services, additional bursary awards were given to therapists pursuing further post-graduate qualifications in this area of psychotherapy.

We are particularly pleased to see our staff availing of their full continued professional development (CPD) allowances and study leave. This supports the development of our teams, and creates career pathways for them.

We are grateful to the Irish Management Institute (IMI), our charity partners. With their support, we continued our post-graduate qualification programmes. Through these programmes, our team members further enhanced their specialisms and developed leadership and coaching skills. Staff also had the opportunity to take part in bespoke team and individual coaching courses. We supported studies in the field of bereavement, trauma and loss. In alignment with our culture of inclusivity, team members furthered their study in the fields of gender, sex and diversity. Team members also availed of extensive training on boundaries, to support them in their work. To complement these external initiatives, our internal, management training covered a wide range of topics, including flexible working, managing probation and managing absence. We have incorporated a new online training platform, DCM Learning in Pieta. Staff can use this platform to upskill and avail of short, on-demand courses in their areas of interest, at a time that fits in with their own schedule.



The existing internal induction programme offered to new employees, underwent a significant transformation in 2023, resulting in a more comprehensive onboarding experience.

Championing diversity and equity

We believe that Pieta has a duty to promote diversity, equity and inclusion in our work. In 2023, we began a project to review our services and staff offerings from this perspective. We began by examining our standards, policies, and procedures to ensure they align with our goals of equality and inclusivity. This work is ongoing in 2024.

We were also delighted to participate in Pride 2023 and are committed to promoting empowerment through equality, diversity, and inclusivity.



We believe that Pieta has a duty to promote diversity, equity and inclusion in our work.

Our social and environmental responsibility

At Pieta, our mission goes beyond providing mental health support. It includes a dedication to environmental sustainability and social responsibility.

We believe that integrating environmental, social, and governance (ESG) considerations into our operations is crucial for long-term success and positive societal impact.

To reduce our environmental footprint, we have implemented several initiatives to incorporate sustainability into our everyday practices. We do this by:

- Prioritising digital communication and document sharing to minimise paper use, using platforms such as SharePoint, OneDrive, Teams, and Zoom for virtual meetings and collaboration
- Co-locating new services with existing partners, to minimise environmental impact and enhance accessibility for all communities
- Implementing recycling practices across all our offices and service locations, with tools for effective waste management
- Offering incentives such as a bike-to-work programme and public transit passes, to reduce carbon emissions and encourage greener commuting options
- Moving towards more recycling by re-using fundraising merchandise and event signage. For example, instead of introducing new T-shirts for Darkness Into Light in 2023, we implemented a Participant Pass, helping encourage attendees to reuse their T-shirts.

In addition to our environmental efforts, we prioritise social impact, by ensuring the health, safety, and wellbeing of our employees and volunteers, as well as the people we support. We

advocate for marginalised communities, promote diversity and inclusion, and strive to foster a culture of equality and respect.

Furthermore, we uphold the highest standards of governance and ethical practices, emphasising transparency, accountability, and integrity in all our operations. To demonstrate this commitment, we:

- Adhere to the Charities Institute Ireland Triple Lock Standard
- Follow the Charities Governance Code established by the Charities Regulator
- Publish annual financial accounts, prepared in accordance with the UK best practice Statement of Reporting Practice (FRS102)
- Maintain accounting records at our national office and lodge reports with both the Companies Registration Office (CRO) and the Charities Regulator
- Ensure past reports are readily accessible on our website: pieta.ie, for transparency and accessibility
- Engage an independent auditor, Forvis Mazars, Chartered Accountants, and Statutory Audit Firm, to ensure financial process integrity
- Comply with the Regulation of Lobbying Act 2015 by recording all lobbying activities and communications with Designated Public Officials (DPOs).

As we continue to evolve and grow, we remain committed to improving our ESG approach, recognising it as a fundamental aspect of our mission and values.

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We uphold the highest standards of governance and ethical practices, emphasising transparency, accountability, and integrity in all our operations.



Governance, structure and management

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

The board

The board takes on the ultimate legal and financial responsibility for all the activities of the organisation and maintains an overview of policy and strategic direction (rather than being involved in the day-to-day operations).

It has three primary functions: strategy, control, and service.

Functions of the board

To properly execute these functions, the board:

- Establishes Pieta's mission, vision, and values and ensures that organisational activity supports its ethos and purpose
- Sets the strategic objectives for Pieta, and working with the CEO, oversees the development of supporting financial and operating plans, ensuring that the necessary financial and human resources are in place to meet the overall objectives
- Oversees the development of a robust framework to identify, manage and monitor our principal risks
- Requires management to put in place a prudent and effective system of internal controls, which is subject to regular review
- Appoints the chief executive officer, oversees his or her performance and that of the senior

management team and oversees succession planning

- Defines management's duties and limits of authority, and maintains a list of those decisions which require board approval
- Ensures that formal policies are in place to help safeguard the wellbeing of employees and the people we support
- Ensures that an active stakeholder engagement programme is in place to facilitate an understanding of the needs of the people we support, when planning services and activities
- Ensures that all money, property, investments, and resources are properly managed, safeguarded and accounted for and that we are accountable to all our stakeholders
- Monitors the reporting of our financial position, and ensures that annual accounts are prepared, audited, approved and filed in accordance with the requirements of all regulatory bodies and include the required statements of compliance
- Ensures that Pieta complies with the provisions of Section 39 of the Health Services Executive (HSE) Service Arrangement
- Ensures that Pieta complies with all relevant legislation and other regulatory and governance requirements, including the constitution of Pieta

- Acts in the interests of the organisation and as advocates and champions of Pieta's vision and mission to the outside world.

Membership of the board

The directors of the company are also Pieta's trustees. The constitution provides for a minimum of three trustees and a maximum of twenty five. All board and committee members are volunteers. They have a fixed membership term of four years, renewable once. The decision on renewing the term of a board member is taken by the nominations committee. Renewal of the board and its committees should be on a staggered basis to ensure continuity.

No board or committee member receives a fee.

Board training and learning

Board members participate in formal and informal training throughout the year, to aid their ongoing development.

At each meeting, the board holds a spotlight session focusing on a specific area relevant to Pieta's services or governance improvement. Further training needs, for either the whole board or individual members, may be identified through the annual board and committee evaluation process.

New board members receive induction training as soon as possible after their appointment. We retain memberships with various bodies who provide training events and opportunities for the board throughout the year.

Recruitment of new members

Each year, and whenever someone resigns or comes to the end of their membership term, the nominations committee reviews the board and its sub-committees to make sure their structure and make up are still suitable and to identify any skill gaps.

The results of this assessment are shared with the board, and a shortlist of skills for recruitment is agreed. The steps thereafter include:

- **Sourcing**
The vacancy is communicated through appropriate channels, including contacts of existing board members and/or external director recruitment agencies.
- **Selection**
The nominations committee leads the interview process and proposes a final shortlist of candidates to the board, who approve the final appointment.

Appointment

The director/sub-committee member is appointed by formal letter, setting out his/her duties and obligations.

The principles of diversity and equality are fully upheld throughout this process.

Induction to the board and/or sub-committee is the responsibility of the board or committee chair and involves:

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

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

Board diversity and inclusion

At Pieta, we value inclusion and equality. We believe that a diverse board improves our performance. To increase diversity, we have added external, independent members to our board committees. This approach has been very successful. We are committed to maintaining a diverse and well-balanced board of directors.

Sub-committees

The trustees have established a number of sub-committees to assist the board in effectively discharging its duties, recognising that some elements of the board's work can be delegated for more in-depth review to specialists.

The sub-committees are as follows:

- Clinical advisory and advocacy
- Risk, audit and finance
- Fundraising and engagement
- People and culture.



New ad hoc committees may be established by the chair, if necessary, to support the objectives of the organisation.

There was one ad hoc sub-committee established in 2023:

- Strategic planning working group.

Each committee is chaired by a board member and membership consists of a mix of board members and non-board members (co-optees). The board appoints people with the relevant expertise or an interest in the area in question, and entrusts them with ensuring that the aims of each committee are met. Outside members should be experienced in the area of interest of the committee, have a sufficient degree of knowledge of the organisation and be willing to devote the necessary time to participating in the work of the committee.

Membership of a committee is determined by the board, but each committee has the right to co-opt additional members, subject to the consent of the chair. As the purpose of a board committee is

to assist the board with its duties, it does not have decision-making powers. The board discusses committee recommendations and then decides if they should be adopted or not.

The terms of reference of the board sub-committees are set out in the governance manual. Each committee adopted a schedule of meetings and work plan for 2023 and made regular reports to the board on their work. The committees kept their terms of reference under review.

Risk, audit and finance sub-committee

This sub-committee assists the board with the following important functions:

- Ensuring a strong culture of compliance with laws, regulations and recognised best practice, underpinned by strong internal and external audit functions throughout the organisation.
- Ensuring that formal processes are in place to identify and deal with risks to which the organisation, its staff and those we support are exposed, and monitoring and reviewing all aspects of the financial performance of Pieta.

- Keeping under review the scope and effectiveness of the charity's internal financial controls and risk management systems and the process for monitoring compliance with legislation and regulations associated with financial reporting
- Considering and recommending the appointment, reappointment, and removal of the external and internal auditors.

Clinical advisory and advocacy sub-committee

The clinical advisory and advocacy sub-committee assists the board with the following functions:

- Monitoring access to services
- Monitoring and evaluating the clinical effectiveness of our services
- Overseeing the efficiency of our services
- Ensuring that our management focuses on efficiency and productivity
- Increasing the use of technology to gather and use data in relation to wait times and treatment pathways
- Overseeing Pieta's research and communications functions
- Increasing awareness and understanding of issues relating to suicide and self-harm among policymakers and the general public.

Funding and engagement sub-committee

The funding and engagement sub-committee assists the board with the following functions:

- Reviewing annual fundraising plans
- Ensuring that any potential shortfalls in fundraising income are flagged to the board, so that any operational or cost implications are addressed in a timely manner
- Providing challenge, oversight and support and ensuring that donor intent is always respected and that all relevant laws, regulations and recognised best practices in respect of its fundraising activities are adhered to
- Reviewing the development of strategic relationships with relevant state agencies
- Advancing the strategic objective of materially increasing the percentage of Pieta's total revenue that comes from the state, to mitigate the risks associated with an over-reliance on public fundraising
- Overseeing and supporting strategic communications and marketing activities

- Ensuring that all marketing and fundraising activities are consistent with Pieta's values and are aligned with the organisation's strategic objectives.

People and culture sub-committee

The people and culture sub-committee assists the board with the following functions:

- Discussing, agreeing and recommending to the board the policy for the recruitment, remuneration and employment terms and role objectives of the chief executive officer and the senior management team
- Undertaking succession planning for the chief executive officer and the senior management team
- Assessing the annual staff budget, including approved pay rates and headcount, and sharing insights and recommendations with the board and other board committees, as appropriate
- Assessing pay and other employment benefits, to make recommendations to the board on these matters
- Ensuring that contractual terms on termination of employment and any payments made, in such circumstances, are fair to the individual and the organisation
- Overseeing compliance with employment law and other regulations, and supporting staff engagement and a positive culture aligned with Pieta values
- Assisting with the induction process for new board and committee members.

Strategic planning working group - Ad hoc sub-committee

The strategic planning working group assists the board in the development of the new strategic plan for the period 2024 to 2028 with the following functions:

- Agreeing and recommending the scope of the strategic plan for 2024 to 2028 to the board
- Overseeing the drafting of the tender for external consultants
- Securing external consultancy support to work with the executive and the working group
- Providing interval reporting on progress to the board as agreed during the preparation of the plan
- Holding the executive to account for the project budget and ensuring value for money.

Trustees

The following people are the trustees of Pieta, who served during the financial year and up to the date of approval of the financial statements. They are listed in alphabetical order:

Ashley Balbirnie

(Trustee and member of risk, audit and finance and people and culture sub-committees. Resigned 31 March, 2023)

Ashley has vast experience in a career that has spanned multinationals, start-ups and NGOs. He has served as chief executive officer of both Focus Ireland and ISPCC Childline.

Anne Bradley

(Trustee and chair of risk, audit and finance sub-committee and member of clinical advisory and advocacy sub-committee)

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

John Casey

(Trustee and member of risk, audit and finance sub-committee and strategic planning working group)

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

Regina Doherty

(Trustee and member of funding and engagement sub-committee)

Regina is Deputy leader of Seanad Éireann. She was Leader of the Seanad from 2020 to 2022 and has been a Senator since June 2020. 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 the Joint Oireachtas Committee on Health and Children and a member of the Joint Committee on Finance, Public Expenditure and Reform.

Celine Fitzgerald

(Trustee and chair of the board)

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

Paul Flynn

(Trustee and chair of fundraising and engagement sub-committee)

Paul is chief executive officer of Mobile Medical Diagnostics and a partner in Tricastle Healthcare Partners. He is a former chief executive officer of the Gaelic Players Association. Previously, Paul was commercial director of Lincoln Recruitment, where he led out on a very successful growth strategy in Ireland. A former leading player on the Dublin senior football team, in a career spanning 13 years, he won six All-Irelands, ten Leinster Championships and was awarded four All-Stars in a row. Paul has a degree in science from DCU and an executive diploma in business management from the IMI. He has undertaken executive education at Harvard Law School and INSEAD.

Eilis Hennessy

(Trustee and member of clinical and advocacy sub-committee)

Eilis is a professor of developmental psychology in the school of psychology, University College Dublin and is a co-founder of the School's Youth Mental Health Lab, which promotes research on all aspects of youth mental health. Her research focuses on stigma and help seeking associated with mental health problems in childhood and adolescence. Eilis is a member of the YOULEAD collaborative programme, which includes academic researchers, clinical researchers, health service providers, and other stakeholders who are working together to deliver a doctoral training programme in youth mental health research.

Majella Gallagher

(Trustee and chair of people and culture sub-committee, appointed 1 January, 2023)

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

Sharon Morrow

(Trustee)

Sharon has worked in the healthcare sector for over 25 years. Previous positions include chief executive officer of Laura Lynn, Children's Hospice, deputy chief executive officer of Tallaght University Hospital, and HSE National Clinical Care Programme Manager. As a registered general nurse, she completed the BSc (Hons) in nursing. She holds an MBA, an MSc in healthcare ethics and law and a professional diploma in corporate governance. She is a qualified black belt in lean / 6 sigma and a trained instructor in crew resource management.

Liam O'Brien

(Trustee and chair of strategic planning working group and member of fundraising and engagement sub-committee, appointed 1 January, 2023)

Liam is head of external affairs for Vodafone's EU Cluster markets and director of strategy and external affairs for Vodafone Ireland, with responsibility for delivering key strategic programmes in local markets. He is a board member of the Vodafone and ESB joint venture, SIRO. He also sits on the government national advisory council for online safety. Liam has broad experience in the global telecommunications market, spending the earlier part of his career mainly in commercial divisions, with a particular focus on strategy and business planning, product management and sales. Liam also has extensive experience working overseas. Liam holds a bachelor of electronic engineering degree (1993) and an MBA (2003) from University College Dublin and is an IoD chartered company director.

Colin Potts

(Trustee and member of risk, audit and finance sub-committee and strategic planning working group)

Colin is the director of finance and operations at The Bar of Ireland, the representative body for the barristers' profession in Ireland. Prior to this, Colin held several senior finance positions in the private sector, including healthcare and construction supply. Colin is a commercially experienced chartered accountant, with over 28 years of experience directing and managing finance functions. Colin is a fellow of Chartered Accountants Ireland. In 2017, he completed the diploma in corporate governance at UCD Smurfit Graduate Business School. He has been a board member of the Residential Tenancy Board since 2019 and sits on the RTB audit and risk committee. He has served as a member of the Pieta risk, audit and finance committee since 2018.

Mary Walshe

(Trustee and chair of clinical advisory and advocacy and member of funding and engagement sub-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, a post-graduate diploma in management, a post-graduate certificate in neurosciences a masters in quality and safety in healthcare, and a diploma in coaching for performance. Mary also worked in acute services as the chief executive officer in Connolly Hospital and in several roles in CHO 9 Dublin North City and County: area manager, head of social care and chief officer with responsibility for a budget of up to €720 million and a remit to deliver health and social care services to 620,000 people.

In addition to the trustees, the committees of the board generally include external members (co-optees) who bring specific expertise and independent insight to bear on the governance of Pieta, on a voluntary basis. In 2023, these were:

- **Clinical and advisory sub-committee:**
 - Karen Coholan
 - Angela Walsh
- **People and culture sub-committee:**
 - Moirin Moynihan
 - Gillian Moore
 - Carmel Murphy

- **Strategic planning working group**

- Angela Walsh
- Anna Maria Barry

Board attendance

Attendance of trustees at board meetings and sub-committees 2023:

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	Board		Risk, audit and finance		Funding and engagement		People and culture		Clinical and advocacy		Strategic planning working group	
	A	B	A	B	A	B	A	B	A	B	A	B
Ashley Balbirnie	2	1			1	1	2	2				
Anne Bradley	6	6	8	8					5	5		
John Casey	6	6	8	8							4	3
Regina Doherty	6	2			3	3						
Celine Fitzgerald (Chairperson)	6	6										
Eilis Hennessy	6	6							5	4		
Liam O'Brien	6	2			3	1					4	4
Mary Walshe	6	4			3	3			5	5		
Paul Flynn	6	6			3	3						
Sharon Morrow	6	4										
Colin Potts	6	6	8	8							4	3
Majella Gallagher	6	6					5	4				
Committee co-optees												
Karen Coholan									5	3		
Moirin Moynihan							3	2				
Gillian Moore							5	4				
Carmel Murphy							5	5				
Angela Walsh									5	4	4	2
Anna Maria Barry											4	4



Day-to-day running

The chief executive officer, assisted by an executive team runs Pieta. The chief executive officer delegates authority within terms of delegation approved by the trustees for operational matters, including finance and employment.

Key management team:

- Chief Executive Officer, Stephanie Manahan
- Director of Finance (Interim), Micheal Bryson
- Director of Human Resources, Lisa O'Brien
- Director of Clinical Services, Emma Dolan
- Director of Fundraising, Nichola Mullen
- Director of Quality, Risk and Safety, Seamus Dillon



At each meeting, the board holds a spotlight session focusing on a specific area relevant to Pieta's services or governance improvement.

Managing risk

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

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

Pieta risk management approach

Pieta employs a three lines of defence risk model. The operational management team is supported by specialist risk management and internal audit to identify, manage, and treat the risks it faces. This approach is in line with the ISO 31000 risk framework and employs the following risk management elements.

Risk management policy

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

The goal of the risk management policy is to describe:

- The roles and responsibilities of Pieta staff, managers, executive directors and the board and its various sub-committees, as they relate to risk management
- The escalation process within Pieta that ensures decisions relating to risk are made at an appropriate level for the risks that are being managed
- The review and reporting schedule for risk within Pieta
- The risk matrix used by Pieta
- The process employed to identify the risk training needs of Pieta.

Risk appetite statement

This is a statement, approved by the board and the executive team, that describes the level of risks within which the executive team can operate. Risks that are deemed outside of appetite should be flagged to the Pieta board, accompanied by a plan to bring them back within appetite. Risk register

This is a system to log risks, along with how they are being managed and progressed. The register allows for the management and oversight of risks, with clearly defined risk ownership and a process for escalation in line with policy.

Principal risks and uncertainties	
Risk	Principal risk controls
<p>Financial sustainability – Pieta relies on fundraising to fund the services that it provides. Reliance on this source of income comes with inherent uncertainties and restrictions. Pieta is subject to a competitive fundraising market and that can be impacted by inflation, public sentiment, and other socio-economic factors.</p>	<ul style="list-style-type: none"> • We have developed a new fundraising strategy • We have an experienced and innovative fundraising team • Diversifying the sources of our fundraising income is a key Pieta goal • We advocate for enhanced government funding to provide the essential services that Pieta provides
<p>Quality of service – This is a risk that the services that we provide do not meet people's expectations or are not considered best in class, potentially negatively impacting people and impacting on their safety. This is incorporating child protection and the safekeeping of vulnerable adults.</p>	<ul style="list-style-type: none"> • Feedback is key to how Pieta tailors its services to meet people's needs. When we receive feedback we act on it through various channels such as: <ul style="list-style-type: none"> - An ongoing satisfaction survey - A complaints and compliments process • Pieta also measures the quality of its services against National Office for Suicide Prevention (NOSP) standards, using external objective subject matter expertise • We have a comprehensive safeguarding framework in place
<p>Cyber security information governance – Pieta has a regulatory and moral responsibility for the data safety of our staff, the people we support and our volunteers and donors. This responsibility is maintained in the context of an ever increasing risk environment, at a time when Pieta is more and more reliant on ICT systems to provide its IT services.</p>	<ul style="list-style-type: none"> • Pieta runs an ongoing cyber security awareness programme for all staff • Pieta monitors its cyber risk preparedness with best-in-class tools • Internal audit undertakes a periodic review of cyber security
<p>Inability to meet demand – This is a risk that Pieta's ability to provide services is exceeded by the national need for the services that we provide.</p>	<ul style="list-style-type: none"> • We run fundraising campaigns to maintain and enhance our services, on an ongoing basis • We hold ongoing recruitment and retention campaigns • We constantly monitor and manage our service provision metrics, such as waiting lists
<p>Safety of our staff – As an employer, Pieta has a responsibility to keep our staff safe and to support their wellbeing.</p>	<ul style="list-style-type: none"> • We operate a health and safety management system, guided by the Pieta Safety Statement • Pieta operates various health and wellbeing initiatives, such as the Employee Assistance Programme (EAP)
<p>Financial stewardship – Pieta receives most of its funding through the generosity of donations from the public. As with all charitable organisations, Pieta has a duty to maximise the impact of this funding through service provision. Pieta also has a duty to prevent fraud.</p>	<ul style="list-style-type: none"> • Our internal auditors operate a risk-based audit programme, overseen by Pieta's board • We employ international, reputable external auditors • Our risk, audit and finance board sub-committee oversees the risk of fraud • Pieta operates various systems to identify and prevent fraud. These include financial reconciliation, a protected disclosure policy and fundraising checks and balances

Financial review

The financial results for the year ended 31 December, 2023, are detailed in the Statement of Financial Activities on page 84.

Pieta's financial performance during 2023 was adversely affected by a challenging fundraising environment, resulting in an income of €14.3 million (2022: €15.2 million) and expenditure of €17.5 million (2022: €17.1 million). This led to a deficit of funds for the year of €3.2 million (2022: deficit €1.9 million). Despite these challenges, the level of generosity and support from the public and the corporate sector was notable throughout 2023.

Assets and liabilities at the reporting date were €15.6 million (2022: €18.4 million) and €1.3 million (2022: €1.0 million), respectively. Net assets held at the reporting date were €14.3 million (2022: €17.5 million).

At the outset of 2023, despite having substantial financial reserves, the trustees acknowledged the persistent challenges to fundraising income due to inflationary pressures and volatile international conditions. Consequently, a prudent approach was adopted for the 2023 budget, focusing on cost management in specific areas and the strategic use of reserve funds to supplement income, thereby ensuring the maintenance and protection of client services.

Considerable discussion took place with the HSE on the current level of state funding and the significant gap in funding for key services that Pieta provides on their behalf. These discussions continued into 2024 and the outcome will be defining in regards to the sustainability of some of these services.

Financial reserves

Total reserves at the end of the financial year were €14.3 million, of which €1.3 million was restricted.

Donors throughout the country generously supported Pieta and significant funds were raised during 2023, peaking during the Darkness Into

Light campaign. With state funding at the level of €2.3 million of overall funding, Pieta has been able to provide services predominantly because of the generosity of its donors.

The pandemic that started in 2020 created financial uncertainty for Pieta, in the same way as it did for other charities. Since we are 85% funded by the public, the initial impact on fundraising was significant. However, the unwavering support and generosity of the public resulted in higher income during 2020 and 2021, compared to previous years, leading to the accumulation of healthy financial reserves.

The post-pandemic years of 2022 and 2023 witnessed high inflation levels, energy shocks, higher interest rates and an uncertain economic climate with continued disruption predicted for the coming years. While Pieta is well-positioned to weather harsher circumstances over the next two years, prudent financial management will be required to negotiate the times ahead. We continue to invest in the fundraising team to ensure diversity of income and a focus on additional income generation, to support a return to break-even in the coming years.

The generosity of supporters in recent years enabled Pieta to build a strong financial position, ensuring confidence in providing services for the foreseeable future. The level of reserves at the end of 2023 allows the board to plan long-term as the risk of an increased cost base not being supported by sufficient fundraising levels is somewhat mitigated by larger financial reserves.

Pieta's reserve policy is to maintain unrestricted financial reserves so that we can continue to provide clinical services for at least nine months and meet our financial obligations as they fall due. The current financial reserve aligns with

expectations for an organisation where public fundraising is at risk of economic shocks. In 2023, Pieta was compelled to draw on its financial reserve for the second consecutive year as the cost of delivering free counselling and support services exceeded the funds generated.

The financial reserve on 31 December, 2023, was €13 million, providing for 12 months of operations and aligning with the higher end of the reserve policy. The level of cash reserves entering 2024 means the organisation has the capacity to withstand potential income shocks and can continue to provide services while seeking additional funding to address any deficit.

Pieta's strong financial position gives the board and management confidence in the continued delivery of clinical services by skilled staff, informed by research and evidence, within a well-governed organisation. The challenge for 2024 and 2025 will be to reduce the deficit and ensure a return to a more sustainable budgetary position. This will require a focus on increasing income and close management of the cost base to maintain financial stability.

Post-balance sheet events

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

Auditors

The auditors, Forvis Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to continue in office in accordance with the provision of Section 383 (2) of the Companies Act 2014.

Accounting records

To ensure that adequate accounting records are kept in accordance with Sections 281 to 285 of the Companies Act 2014, the directors have employed

appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems.

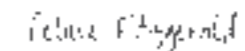
The accounting records are located at the charity's head office at First Floor, Greenhills Retail Park, Greenhills Road, Tallaght, Dublin 24.

Disclosure of information to auditors

In the case of each of the persons who are directors at the time this report is approved in accordance with Section 332 of the Companies Act 2014:


- as far as the director is aware, there is no relevant audit information of which the charity's auditors are unaware; and
- 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

Date: 25 June 2024



Anne Bradley

Date: 25 June 2024

Trustees' responsibility statement

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.

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.

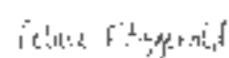
In preparing these financial statements, the trustees are required to:

- 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
- 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
Date: 25 June 2024



Anne Bradley
Date: 25 June 2024

Legal and administrative details

As at 31 December, 2023

Trustees	Anne Bradley John Casey Regina Doherty Celine Fitzgerald (Chairperson) Paul Flynn Majella Gallagher Eilis Hennessy Sharon Morrow Liam O'Brien Colin Potts Mary Walshe
Company secretary	Denise Cronin (Resigned 6 October, 2023) Stephanie Manahan (Interim)
Chief executive officer	Stephanie Manahan
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	Forvis Mazars Chartered Accountants and Statutory Auditors Block 3, Harcourt Centre Harcourt Road Dublin 2
Bankers	Allied Irish Bank Main Street Lucan Co. Dublin
Solicitors	Mason Hayes and Curran South Bank House Barrow Street Dublin 4

Independent auditor's report



Independent auditor's report

to the members of Pieta

(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 ('the charity') for the year ended 31 December, 2023, 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, 2023 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 charity's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

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

Independent auditor's report (continued)

to the members of Pieta

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

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

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

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

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

Matters on which we are required to report by exception

Based on the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified any material misstatements in the trustees' report.

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

Respective responsibilities Responsibilities of directors for the financial statements

As explained more fully in the trustees' (directors') responsibilities statement set out on page 76, the trustees (directors) are responsible for the preparation of financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Independent auditor's report (continued)

to the members of Pieta

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

Auditor's responsibilities for the audit of the financial statements

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

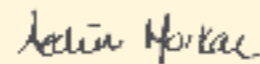
A further description of our responsibilities for the audit of the financial statements is located on the Irish Auditing and Accounting Supervisory Authority's website at:

http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf.

This description forms part of our auditor's report.

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

Our report is made solely to the charity's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members, as a body, for our audit work, for this report, or for the opinions we have formed.



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

Date: 1 July, 2024

Financial statements



Statement of financial activities

(Incorporating an income and expenditure account)
for the year ended 31 December 2023

		Unrestricted funds 2023 €	Restricted funds 2023 €	Total 2023 €	Total 2022 €
	Notes				
Income					
Donations and legacies	6	6,678,197	463,623	7,141,820	8,610,675
Darkness Into Light	7	4,777,811	-	4,777,811	4,562,661
Income from charitable activities	9	-	2,306,653	2,306,653	1,982,188
Other activities for generating funds					
Trading activities		1,116	-	1,116	3,836
Investment income	8	26,146	-	26,146	-
Other income		94,933	-	94,933	73,421
Total income		11,578,203	2,770,276	14,348,479	15,232,781
Expenditure on:					
Raising funds - General	10	2,167,552	-	2,167,552	2,240,087
Raising funds - Darkness Into Light	10	1,752,445	-	1,752,445	1,577,067
		3,919,997	-	3,919,997	3,817,154
Net income available for charitable application					
		7,658,206	2,770,276	10,428,482	11,415,627
Expenditure on charitable activities					
Cost of operations	10	8,321,404	2,115,797	10,437,201	10,314,346
Bereavement services, Resilience Academy and governance costs	10	2,232,246	941,383	3,173,629	2,996,669
		10,553,650	3,057,180	13,610,830	13,311,015
Total expenditure	10	14,473,647	3,057,180	17,530,827	17,128,169
Net expenditure		(2,895,444)	(286,904)	(3,182,348)	(1,895,388)
Net movement in funds for the year	19	(2,895,444)	(286,904)	(3,182,348)	6,300,475
Reconciliation of funds					
Total funds brought forward		15,896,260	1,573,727	17,469,987	19,365,375
Total funds carried forward	19	13,000,816	1,286,823	14,287,639	17,469,987

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

All income and expenditure relate to continuing activities.

The notes on pages 87 to 104 form part of the financial statements.

Balance sheet

for the year ended 31 December, 2023

	Notes	2023 €	2022 €
Fixed assets			
Tangible assets	12	868,231	763,780
Current assets			
Debtors	13	1,061,425	875,249
Cash and cash equivalents		13,676,318	16,804,071
		14,737,743	17,679,320
Creditors: Amounts falling due within one year	14	(1,318,335)	(973,113)
Net current assets		13,419,408	16,706,207
Total assets less current liabilities		14,287,639	17,469,987
Funds of the charity			
Unrestricted - general		3,013,816	3,249,879
Unrestricted - designated		9,987,000	12,646,381
Restricted		1,286,823	1,573,727
Total funds	19	14,287,639	17,469,987

Approved by the board of trustees on 25 June 2024 and signed on its behalf by:

Celine Fitzgerald

Celine Fitzgerald
Date: 25 June 2024

Anne Bradley

Anne Bradley
Date: 25 June 2024

The notes on pages 87 to 104 form part of the financial statements.

Cashflow statements

for the year ended 31 December, 2023

	Notes	2023 €	2022 €
Cash flows from operating activities			
Net expenditure		(3,182,348)	(1,895,388)
Adjustments for:			
Depreciation	12	176,961	166,157
Interest receivable		(26,146)	-
		(3,031,533)	(1,729,231)
Movements in working capital:			
Debtors		(186,176)	(430,021)
Creditors		345,222	129,371
Net cash used in operating activities		(2,872,487)	(2,029,881)
Cash flows from investing activities			
Interest received		26,146	-
Payments to acquire tangible fixed assets	12	(281,412)	(405,207)
Net cash used in investing activities		(255,266)	(405,207)
Net decrease in cash and cash equivalents		(3,127,753)	(2,435,088)
Cash and cash equivalents at 1 January		16,804,071	19,239,159
Cash and cash equivalents at 31 December		13,676,318	16,804,071

The notes on pages 87 to 104 form part of the financial statements.

Notes to the financial statements

for the year ended 31 December, 2023

1. General information

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

Statement of compliance

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

2. Accounting policies

Basis of preparation

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

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

Restricted funds

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

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

General unrestricted funds

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

Designated funds

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

Notes to the financial statements (continued)

for the year ended 31 December, 2023

2. Accounting policies (continued)

Income

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

Donations and legacies

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

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

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

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

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

Income from charitable activities

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

Income from trading activities

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

Investment income

Investment income is included when receivable.

Notes to the financial statements (continued)

for the year ended 31 December, 2023

2. Accounting policies (continued)

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.

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 and equipment	- 20% / 33% Straight line

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

Leasing

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

Notes to the financial statements (continued)

for the year ended 31 December, 2023

2. Accounting policies (continued) Expenditure (continued)

Taxation

Pieta 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 three months or less.

Financial instruments

Financial assets

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

Financial liabilities

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

Notes to the financial statements (continued)

for the year ended 31 December, 2023

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

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 €868,231 as at 31 December 2023 (2022: €763,780).

Going concern

The trustees have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements, which demonstrate that there is no material uncertainty regarding the charity's ability to meet its liabilities as they fall due, and to continue as a going concern. The key judgements and significant assumptions underpinning the continuance of Pieta as a going concern are based on the expected level of income and the cost of clinical services. The trustees are confident that Pieta can continue to provide its services into 2024 and beyond with the size of the financial reserves on hand and the strength of the fundraising team to raise the necessary income. On this basis the trustees consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

Notes to the financial statements (continued)

for the year ended 31 December, 2023

4. Net expenditure

Net expenditure for the financial year is stated after charging:

	2023	2022
	€	€
Depreciation of tangible assets	176,961	166,157
Lease expense	337,023	299,251
Auditors' remuneration		
- for statutory audit services	23,893	22,755
- for other non-audit services	1,748	4,055

5. Income

Income was derived from:

	2023	2022
	€	€
Republic of Ireland	12,663,808	14,958,103
Outside the Republic of Ireland	1,684,671	274,678
	14,348,479	15,232,781

6. Donations and legacies

Breakdown of donations and legacies is as follows:

	2023	2022
	€	€
Donations	4,367,752	4,130,815
Public fundraisers	2,508,575	4,343,830
Pieta fundraisers	265,493	136,030
	7,141,820	8,610,675

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

Notes to the financial statements (continued)

for the year ended 31 December, 2023

7. Darkness Into Light income

	2023	2022
	€	€
Participant fees	1,997,064	4,338,008
Sponsorship	143,462	124,819
Donations	2,575,601	81,217
Trading activity	61,684	18,617
	4,777,811	4,562,661

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

8. Investment and other income

	2023	2022
	€	€
Bank interest – all unrestricted	26,146	-

Notes to the financial statements (continued)

for the year ended 31 December, 2023

9. Income from charitable activities

Current year 2023

Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services and NOSP	HSE	Treatment therapists	2,178,444	-	2,178,444
HSE CHO 3	HSE	Treatment therapists	51,636	-	51,636
HSE CHO 7	HSE	Treatment therapists	50,803	-	50,803
Túsła	Túsła	Counselling services	25,770	-	25,770
			2,306,653	-	2,306,653

Prior Year 2022

Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services and NOSP	HSE	Treatment therapists	1,878,012	-	1,878,012
HSE CHO 3	HSE	Treatment therapists	51,636	-	51,636
HSE CHO 7	HSE	Treatment therapists	47,340	-	47,340
TWSS	Revenue	Subsidised wages for eligible employees	-	-	-
Túsła	Tusla	Counselling services	5,200	-	5,200
			1,982,188	-	1,982,188

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

Notes to the financial statements (continued)

for the year ended 31 December, 2023

10. Analysis of expenditure

	Unrestricted funds 2023 €	Restricted funds 2023 €	Total 2023 €	Unrestricted funds 2022 €	Restricted funds 2022 €	Total 2022 €
Expenditure on:						
Raising funds - General	2,167,552	-	2,167,552	2,240,087	-	2,240,087
Raising funds - Darkness Into Light	1,752,445	-	1,752,445	1,577,067	-	1,577,067
	3,919,997	-	3,919,997	3,817,154	-	3,817,154

Expenditure on charitable activities

Cost of operations	8,321,404	2,115,797	10,437,201	8,690,449	1,623,897	10,314,346
Bereavement services, Resilience Academy and governance costs	2,232,246	941,383	3,173,629	2,175,988	820,681	2,996,669
	10,553,650	3,057,180	13,610,830	10,866,437	2,444,578	13,311,015
Total	14,473,647	3,057,180	17,530,827	14,683,591	2,444,578	17,128,169

Notes to the financial statements (continued)

for the year ended 31 December, 2023

10. Analysis of expenditure (continued)

Current year 2023

	Expenditure on raising funds - General	Expenditure on raising funds - DIL	Expenditure on raising funds - Total	Cost of operations	Bereavement services	Resilience Academy	Total
	€	€	€		€	€	€
Staff costs	892,784	693,792	1,586,576	7,110,615	2,297,107	265,878	11,260,176
Contract staff costs	12,362	-	12,362	426,096	223,285	27,053	688,796
Fulfillment and other courier costs	47,751	121,212	168,963	291	61	55	169,370
DIL charity partners	-	325,212	325,212	-	-	-	325,212
Other staff costs	84,554	22,153	106,707	219,102	142,364	8,183	476,356
Rent and rates	-	-	-	349,866	44,278	98	394,242
Promotion and awareness	491,545	283,396	774,941	517,698	241	11,647	1,304,527
Event costs	91,259	229,695	320,954	-	-	-	320,954
Printing and marketing	241,123	24,658	265,781	61,317	3,336	17,385	347,819
Telephone and Computer	116,210	42,411	158,621	648,116	45,335	-	852,072
Legal and professional	32,241	9,916	42,157	328,634	6,955	1,620	379,366
Depreciation	-	-	-	176,961	-	-	176,961
Other costs	157,723	-	157,723	598,505	78,748	-	834,976
Total expenditure	2,167,552	1,752,445	3,919,997	10,437,201	2,841,710	331,919	17,530,827

Notes to the financial statements (continued)

for the year ended 31 December, 2023

10. Analysis of expenditure (continued)

Prior year 2022

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

Notes to the financial statements (continued)

for the year ended 31 December, 2023

10. Analysis of expenditure (continued)

Other costs can be broken down as follows:

	2023	2022
	€	€
Other staff cost	720	8,386
Subscriptions	12,468	8,971
Board expenses	338	-
Repairs and maintenance	43,408	57,760
Light and heat	145,317	118,103
Waste charges	4,706	6,054
Cleaning	207,706	182,745
Security	54,564	37,831
Centre supplies	93,261	95,421
General procurement	4,810	1,826
Insurance	106,669	114,282
Bank charges	3,645	6,802
Foreign exchange differences	(2,465)	7,637
Online platform administration fee	159,829	180,893
Bad debts	-	3,304
	834,976	830,015

Support costs can be broken down as follows:

	2023	2022
	€	€
Finance	419,047	445,421
Governance	186,483	105,943
Human resources	283,540	258,206
Audit	23,893	22,755
IT costs	559,547	884,106
	1,472,510	1,716,431

Notes to the financial statements (continued)

for the year ended 31 December, 2023

11. Employees and remuneration

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

	2023	2022
	number	number
Clinical staff	123	134
Clinical support staff	85	94
Administration staff	49	59
Key management personnel	7	7
Bereavement staff	47	40
	311	334

The staff costs comprise:

	2023	2022
	€	€
Wages and salaries	9,726,973	9,174,509
Social security costs	1,245,485	1,183,246
Other compensation costs	87,899	-
Pension costs	199,819	144,683
Termination costs	-	74,566
	11,260,176	10,577,004

The total amount of employee benefits received by the charity's key management personnel was €706,622 (2022: €588,793). 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:

	2023	2022
	Number of employees	Number of employees
€70,000 to €80,000	3	5
€80,001 to €90,000	3	-
€90,001 to €100,000	1	1
€100,001 to €110,000	1	1
€110,0001 to €120,000	1	-

The total employee benefits (including employer pension contribution and employer PRSI) of the Chief Executive Officer in 2023 was €139,260 (2022: €119,843).

Notes to the financial statements (continued)

for the year ended 31 December, 2023

12. Tangible fixed assets

	Land and buildings freehold	Land and buildings leasehold	Computer equipment	Furniture and fixtures	Total
	€	€	€	€	€
Cost					
At 1 January 2023	452,563	1,605,456	126,364	146,461	2,330,844
Additions	258,110	-	-	23,302	281,412
Disposals	-	-	-	-	-
At 31 December 2023	710,673	1,605,456	126,364	169,763	2,612,256
Depreciation					
At 1 January 2023	247,424	1,076,787	103,950	138,903	1,567,064
Charge for the year	156,794	-	2,087	18,080	176,961
Disposals	-	-	-	-	-
At 31 December 2023	404,218	1,076,787	106,037	156,983	1,744,025
Net book value					
At 31 December 2022	205,139	528,669	22,414	7,558	763,780
At 31 December 2023	306,455	528,669	20,327	12,780	868,231

13. Debtors

	2023	2022
	€	€
Other debtors	161,425	116,684
Prepayments	568,303	457,128
Accrued income	331,697	301,437
	1,061,425	875,249

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 (continued)

for the year ended 31 December, 2023

14. Creditors

Amounts falling due within one year

	2023	2022
	€	€
Trade creditors	596,662	138,188
Taxation and social security costs (Note 15)	253,883	237,098
Accruals	414,274	591,164
Other creditors	53,516	6,663
	1,318,335	973,113

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

	2023	2022
	€	€
Creditors:		
PAYE / PRSI	253,883	237,098

16. Deferred income

	2023	2022
	€	€
At beginning of year	-	9,454
Credited to the statement of financial activities	-	(9,454)
At end of year	-	-

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 €199,819 (2022: €144,683). The amount payable at year end was €25,100 (2022: Nil).

Notes to the financial statements (continued)

for the year ended 31 December, 2023

18. Analysis of net assets by fund

Current year 2023	Unrestricted €	Designated €	Restricted €	Total €
Represented by:				
Fixed assets	868,231	-	-	868,231
Current assets	3,463,920	9,987,000	1,286,823	14,737,743
Current liabilities	(1,318,335)	-	-	(1,318,335)
	3,013,816	9,987,000	1,286,823	14,287,639
Prior year 2022	Unrestricted €	Designated €	Restricted €	Total €
Represented by:				
Fixed assets	763,780	-	-	763,780
Current assets	3,459,212	12,646,381	1,573,727	17,679,320
Current liabilities	(973,113)	-	-	(973,113)
	3,249,879	12,646,381	1,573,727	17,469,987

19. Analysis of movement of funds

Current year:	Unrestricted €	Designated €	Restricted €	Total €
Opening balance at 1 January 2023	3,249,879	12,646,381	1,573,727	17,469,987
Income	11,578,203	-	2,770,276	14,348,479
Expenditure	(14,473,647)	-	(3,057,180)	(17,530,827)
Transfer between funds	2,659,381	(2,659,381)	-	-
Closing balance at 31 December 2023	3,013,816	9,987,000	1,286,823	14,287,639
Prior year:	Unrestricted €	Designated €	Restricted €	Total €
Opening balance at 1 January 2022	6,801,128	12,483,075	81,172	19,365,375
Income	11,295,648	-	3,937,133	15,232,781
Expenditure	(14,683,591)	-	(2,444,578)	(17,128,169)
Transfer between funds	(163,306)	163,306	-	-
Closing balance at 31 December 2022	3,249,879	12,646,381	1,573,727	17,469,987

Pieta has designated a level of reserves that will allow it to continue to deliver services for a period of at least 9 months in the event of a sudden total loss of funding. This will allow Pieta to finish all courses of therapy (which generally cover much shorter periods typically averaging a 10 week cycle) while allowing capacity to seek alternative sources of funding. The designated funds at 31 December, 2023, is calculated based on budgeted costs for 2024. This is a voluntary internal target and use of the related funds is not restricted.

Notes to the financial statements (continued)

for the year ended 31 December, 2023

20. Status of the charity

The charity is limited by guarantee not having a share capital.

The liability of the members is limited.

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

21. Contingent liabilities

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

22. Trustees' remuneration

None of the trustees received any remuneration during the year. Incidental travel and meeting expenses are reimbursed where incurred and claimed. These expenses amounted to €nil for the year (2022: €nil).

23. Related party transactions

John Casey is a trustee and also a partner in the Irish firm of PricewaterhouseCoopers (PwC). On 1 July 2021, as part of its commitment to the community, PwC entered into a two-year partnership agreement with Pieta. This has since been extended for a further two year period. Over the term of the agreement PwC has agreed to match funds raised or donated by PwC employees for Pieta (subject to agreed limits) and support Pieta through fundraising initiatives, volunteering and pro bono work. PwC made total charitable donations to Pieta of €50,892 during the year (on both its own behalf and as part of various staff giving schemes and other initiatives), all in the ordinary course of business (2022: €53,993).

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.

Notes to the financial statements (continued)

for the year ended 31 December, 2023

24. Financial instruments

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

	2023	2022
	€	€
Financial assets		
Cash at bank and in hand	13,676,318	16,804,071
Other debtors	161,425	116,684
Accrued income	331,697	301,437
	14,169,440	17,222,192
Financial liabilities		
Trade creditors	596,662	138,188
Other creditors	53,516	6,663
Accruals	414,274	591,164
	1,064,452	736,015

25. Post-balance sheet events

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

26. Financial commitments

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

	2023	2022
	€	€
Within one year	269,233	256,356
Between one and five years	817,530	850,396
In over five years	384,670	441,458

27. Approval of financial statements

The financial statements were approved and authorised for issue by the board of trustees on 25 June 2024.

Three ways you can support Pieta

These are just three simple ways that you can choose to support us:

1) Give money

Make a donation. Give money – big or small. Every penny helps our free lifesaving services.

2) Raise money

Whatever you like doing, you can raise money to help. Take part in one of our events, such as: Go Amber or Darkness Into Light. Or why not do your own thing and create your own fundraising challenge?

3) Recognise the SIGNS

Knowing the warning signs of suicide could save a life. Learn about some of the key warning signs to watch out for.

You are amazing!

To all of you who have helped us to be there for people affected by suicide and self-harm throughout 2023...

Thank you!

Company registration number: 405780
Registered charity number: 20062026
Charity revenue number: CHY 16913