



CALM
2019-2020

**CAMPAIGN
AGAINST
LIVING
MISERABLY
CALM**

HERE FOR YOU NO MATTER WHAT

TOO MANY PEOPLE ARE DYING BY SUICIDE IN THE UK. 2019'S OFFICE FOR NATIONAL STATISTICS (ONS) REPORT SHOWS THAT 125 PEOPLE TAKE THEIR OWN LIVES EVERY WEEK, WITH 75% OF ALL UK SUICIDES BEING MALE. CALM EXISTS TO CHANGE THIS. THROUGH FRONTLINE SERVICES, NATIONAL CAMPAIGNS, AND BY BUILDING COMMUNITIES, WE'RE THERE FOR EVERYONE WHO'S STRUGGLING WITH LIFE. NO MATTER WHAT.

In 2019/20, our helpline continued to be there everyday for anyone who was struggling, no matter who they were, where they were from, and whatever their background.

As well as providing services for people who are struggling, CALM campaigns to change culture and create a more positive and open society. It's why we work with stakeholders across the mental health sector, including within The Royal Foundation's Heads Together, as well as the government to make meaningful change happen.

CALM also works with big hitting brands, creatives and personalities to bring conversations around mental wellbeing into the everyday. Partnering with the likes of LNER, Topshop/Topman, and ITV among others, CALM makes sure suicide prevention isn't reserved for clinical environments, and that everyone can find the help they need in the places they are in.

CALM run campaigns in a wide range of places, from gigs and football stadiums, to train stations, cinemas and the *This Morning* sofa, and work with famous faces including Romesh Ranganathan, Shirley Ballas, Lewis Capaldi, Rio Ferdinand and CALM patron Professor Green.

Our CEO Simon Gunning believes this relatable and accessible approach to mental wellbeing and suicide is much needed. He explains: "CALM believes suicide is a barometer on society and as 125 people choose to take their own lives every week in the UK, we strive to bring hope to people who need it most.

"CALM reaches people in an accessible way by communicating through cultural channels like sport, music, comedy and fashion. We've found this non-clinical approach lowers the barrier to what is traditionally regarded as a difficult subject to engage in. As an issue, suicide affects everyone and we all have a role to play in making positive change across society.

"As such, CALM brings a positive message of hope and support into a broad range of communities by strategically working with brands, partners and ambassadors to target groups at particularly high risk, and we facilitate conversation and connection - be that in the workplace, in our schools and institutions, in the pub or at home."

And in 2019/20 we answered more calls than ever. Over the course of the year, our helpline was contacted 185,895 times and our professional helpline staff answered 134,982 calls and webchats. They provided support on topics such as isolation, anxiety, relationship concerns, health worries, financial stress and suicidal thoughts. And, most importantly, they were there to directly prevent 646 suicides. Then, as the financial year came to a close, the Covid-19 pandemic arrived and changed the world as we knew it. But with the help of our supporters, we remained there, every single day of the year, to offer free, practical and anonymous support for anyone who needs it. No matter what.

CALM HEAD TO PRIDE WITH LNER

LNER and CALM have been working together since 2018, but in 2019 the British train operating company took the partnership to a new level. Their support enabled CALM to attend Pride events across the UK - in York, Edinburgh and Doncaster - and spread awareness of CALM's life-saving services to LGBTQ+ communities who are more at risk of taking their own lives. LNER's invaluable support meant CALM materials were handed out to over 3,600 people, helping CALM to cement ourselves as LGBTQ+ allies to a potential 40,000 people who attended the UK-wide events. It also helped expand CALM's reach outside of London to the North of England and Scotland.



COMEDY AGAINST LIVING MISERABLY: CALM X DAVE

Dave and CALM kicked off their partnership back in 2018 - and 2019 didn't see it slowing down. From launching the incredible (and ingeniously named) Conversations Against Living Miserably podcast with Aarron Gillies and Lauren Pattison, to taking over ad breaks with a mini comedy festival (yes, really!), the #BeTheMateYoudWant partnership has gone from strength to strength. As well as donating £100,000 - the venture has raised awareness of CALM's life-saving services to an audience that CALM needs to reach.



After getting people laughing on their sofas, the next logical step was an IRL (that's in real life) event - Comedy Against Living Miserably. Hundreds of people packed in to watch funny people including Nish Kumar and Suzi Ruffell, riff about all things mental health - helping to tackle the stigma around the topic, while raising spirits and awareness.

CALM CEO Simon Gunning said: *"We've seen how comedy can be an effective vehicle for conversations around mental health, suicide, and generally being there for your mates when things get tough. Comedy Against Living Miserably promises bags of fun with an important message underneath."*

“WE’VE SEEN HOW COMEDY CAN BE AN EFFECTIVE VEHICLE FOR CONVERSATIONS AROUND MENTAL HEALTH, SUICIDE, AND GENERALLY BEING THERE FOR YOUR MATES WHEN THINGS GET TOUGH.”

LONDON 10K: 427 RUNNERS PAY FOR A CALM HELPLINE SEAT FOR A YEAR

The ASICS London 10K 2019 was something very special, with an unprecedented amount of CALM runners demonstrating the power of our ever-growing running collective.

Our aim was an event takeover, with 250 CALM runners sending an unmissable neon-orange message on the benefits of running, community and collective action.

To our pride and delight, on the day we had 427 people donning the CALM vest alongside friends old and new, all lacing up for movement against suicide.

The event also saw CALM's first Prisons 10k - in which residents across nine UK prisons were able to run some or all of the distance on event day or across July. The initiative was designed to raise awareness of CALM's services amongst a community more at risk of suicide, while also encouraging residents to take part in an activity that is proven to benefit mental wellbeing.

The ASICS London 10k raised nearly £100k - more than enough to pay for a seat on our helpline for a year, while additionally recruiting more people into the CALM movement against suicide.



CALM FORMS SPECIAL BOND WITH SECRET CINEMA

Secret Cinema has been wowing audiences for over a decade, delivering interactive experiences of some of your favourite films. In summer 2019, it aired Casino Royale in support of CALM. Blurring the lines between fiction and reality, Secret Cinema Presents Casino Royale completely immersed audiences into the glamorous and action-packed world of the iconic and legendary British spy.

CALM CEO Simon Gunning said: *"We're thrilled to partner with Secret Cinema. Having CALM's messaging is a huge opportunity to provoke positive*

conversation, whilst raising awareness of our free and anonymous helpline and webchat services that are available for anyone going through a difficult time in their lives."

As well as starting conversations and raising awareness of CALM, Secret Cinema encouraged audiences to donate to support CALM's life-saving services - raising over £33,000!



TIME TO UNITE AGAINST SUICIDE

When it hurts we talk, when the clocks go back we walk. And that's exactly what we did at the first ever Lost Hours Walk.

As British Summertime slipped into Greenwich Mean Time on October 26th/27th 2019, 1,000 CALM supporters, all with their own reasons for walking, took to the streets of London to unite against suicide. Wearing Lost Hours Walk scarves to keep out the cold and armbands to light up the dark, we walked from Greenwich, past Big Ben, and back again, raising over £285,000 as well as vital awareness of our life-saving services.

CALM CEO Simon Gunning was blown away by the response to CALM's first owned event. He said:

"The Lost Hours Walk was a truly momentous event for CALM. We were amazed by the community and solidarity of our supporters, who came together to join the movement against suicide with CALM. The walk has raised £285,000 and counting, which will allow us to continue supporting people through the life-saving free and anonymous CALM helpline and webchat. Alongside this, the positivity and joint resolve to prevent suicide that came out of the event will have reached and touched many. We can't wait to do it all again next year."



HEADS UP - KICKING OFF A CONVERSATION

Launched in May 2019, Heads Up - a partnership between The Royal Foundation's Heads Together initiative and The FA - used football to normalise the conversation around mental health. CALM - alongside Mind, Sporting Chance and Heads Together - worked on a season long campaign, building up to The Heads Up FA Cup Final. The goal? To help people feel as comfortable talking about mental health as they are talking football.

There were loads of highlights. In January 2020 we delayed all matches in the Emirates FA Cup Third Round by 60 seconds, encouraging fans to 'Take a Minute' to start looking after their own mental health - and it

saw 87,417 people get their own personalised 'Mind Plan'. And across two weekends in February 2020, every football team from across the Premier League, English Football League, The National League, The Barclays Women's Super League, The FA Women's Championship and The FA Women's National League dedicated their matches to Heads Up, highlighting the power of conversation in looking after your mental health. What a result.



BEING HOMELESS DOESN'T MEAN BEING HOPELESS

In 2019, partnering with Harry's men's care brand (who also helped us launch Project 84 in 2018), we launched our new dedicated service, including a helpline, that addresses the unique situation that those affected by homelessness face every day.

Homeless people are six times more likely to take their own lives than those with permanent accommodation and this project was designed to help people cope with the mental health impact of homelessness.

Just like the core CALM helpline, this life-saving service is manned by trained professionals with experience of supporting those with complex needs. They provide one-to-one support for people experiencing homelessness who are struggling with their mental health for any reason - from concerns around debt, unemployment, relationship/family issues or gambling, to crises and suicidal thoughts

And it's proved to be a huge success - in its first nine months we reached over 50,000 people and answered 787 calls.

To ensure we reached those most at risk we partnered with a number of organisations including Shelter, St Mungo's and the Metropolitan Police. People in regular contact with those who are homeless - or at risk of becoming so - have been upskilled to signpost to the homeless helpline, and all Metropolitan Police custody suites across London now carry signposting materials. We also worked with the Trussell Trust and an army of volunteers who helped us reach more people who need us and let them know if they're struggling with their mental health we can help.

AMBASSADOR UPDATE

5 NEW FACES JOIN CALM

2019 saw the CALM community grow to the tune of 5 new ambassadors. We welcomed famous faces from across sport, journalism and fashion - and they got stuck in straight away, taking part in the Lost Hours Walk, and raising awareness of CALM's life-saving service across their communities.

SHAREEFA J

Body positivity activist and model Shareefa J is passionate about challenging stereotypes and pushing for change. Shareefa is a mental wellbeing advocate, and uses her platform as an international model and influencer to share candid messages about self care, tough times, and the importance of opening up.

She says: *"Breaking the stigma is key. I work as a model and I always want to talk about mental health on my social media. People have this idea of what kind of person has mental health issues, but it literally can happen to any of us - no matter what walk of life you come from."*



KEM CETINAY

You've seen him on TV, you probably follow him on Instagram, and now he's one of the latest CALM ambassadors to join our movement against suicide.

Kem's Instagram bio simply reads: "A happy chap", but he, like all of us, has been through his ups and downs. Now as a CALM ambassador, Kem has been using his platform to share positive messages around mental health and anxiety.

"I was at a place where I needed help so it was a big step into asking for help. After that I wanted to understand and control it a bit more, getting to the bottom of why I was feeling like that and having people around me who I could talk to."



CHARLIE DUFFIELD

Pro boxer Charlie Duffield became a CALM ambassador back in July 2019. He announced the partnership on Twitter.

"I am delighted to announce I am now an official Ambassador for CALM. For anyone that knows me or my story, they'll know how much this means to me. It really is a honour"

Charlie is passionate about talking about mental wellbeing after losing his brother to suicide. In an interview in *Metro* he said: "I went through a bad time in my life a couple of years ago when my brother took his own life. For me, it's about opening up as a man - I never wanted to speak about it but I was encouraged to and even to this day I'm having to battle the bad days as well as the good but it's knowing how to get through it and that's what I want to help people with."

MARVIN SORDELL

Marvin Sordell's football career took him to the likes of Fulham, Watford, Burnley and Bolton, picking up England under 21 and Team GB caps along the way. Now retired from the professional game, he's helping raise awareness for CALM's life-saving services.

"I love the way CALM thinks about creative ways to tackle such a difficult subject in a unique manner. Hopefully I can work very closely with CALM and use some of my passion for creating to further add to what the organisation is already doing. It's such an interesting way of going about things, CALM is more than just a charity, it's a movement."



POORNA BELL

Award winning journalist and author Poorna Bell has worked for acclaimed publications across the world, including *BBC*, *The Times*, *The Guardian* and *HuffPost*. She is also the author of *Chase The Rainbow*, an acclaimed book that draws on her own experience of losing her partner, Rob, mental health, suicide, grief and recovery.

Poorna has been working as a mental health advocate for the past 5 years, is a judge for the Mind Media Awards, and is now a CALM ambassador. In an interview with *Book Of Man* she said:

"Three months after Rob died, I ran a 10k to raise money for CALM, and when I felt stronger and started doing more work to raise awareness about male suicide, we sat on the same speaking panels. In November 2015, the year he passed away, I spearheaded a section on HuffPost UK dedicated to starting the conversation around identity and mental health called Building Modern Men. The following year, we did it again and partnered with CALM."

"I wrote a book called Chase The Rainbow, about mine and Rob's life together and included a chapter specifically on masculinity, including CALM. It is a chapter that women have asked their husbands and boyfriends to read, and it has kickstarted much-needed, honest conversations between them."

"As I look at the future of suicide prevention, it seems a natural fit to accept being an ambassador for CALM. It's something Rob would have been incredibly proud of, and it's a fitting legacy given that he was the mate who would turn up at your door if you were having a bad time, and would make you talk to him."





LET WHAT'S INSIDE OUT WITH TOPSHOP AND TOPMAN

Wash at 30°C, don't tumble dry, iron while wet — we like to keep our kicks white and our tees crisp, but when it comes to looking after ourselves, we're not always so stringent. That's why we teamed up with Topshop and Topman on World Mental Health Day 2019 to #LetWhatsInsideOut.

In an ace new collection of tees, hoodies and sweats, Topman and Topshop put self care front and centre. The collection took a novel look at the ways in which we can all support ourselves and our mates — repurposing those familiar fashion care labels and slogan tees with tips for dealing with life's tough times. What's more, they raised a whopping £35,040 towards CALM's life-saving services.

To kick off the campaign, CALM and Topshop/Topman took over cinemas across the UK with a 30-second film that drove home the benefits of letting what's inside out. Made in collaboration with Havas and Big Buoy, the film shows how opening up really can make all the difference — and urges audiences to reach out to friends, family or the life-saving CALM webchat and helpline.

A CALM CHRISTMAS

From worrying about how you'll afford the festive season, to dealing with expectations around who and how you should spend your time, Christmas can be tough. In fact, studies show that at least one in ten of us feel unable to cope during the festive season, while more than a quarter of us feel pressured to have the perfect Christmas. So here at CALM we set out to provide some solid tips and some top quality seasonal entertainment to get you through the festive season and beyond.

#YULESLOG

We teamed up with Twitter to launch #YuleSlog, a conversation that lifted the lid on the reality of the festive season. Some familiar faces, including Vicky McClure, Dawn Ward, Poorna Bell and Johnny Sharples, joined sharing their own #Yuleslog moments with their followers.

CALM ON YOUR (XMAS) STEREO

Fed up of hearing the same Christmas songs over and over and over and over? Want to feel festive without the fatigue? In 2019 CALM found the solution in the form of not one but two Christmas cracking Xmas songs.

Stay Another Day by Tony Mortimer and the Waltham Forest Youth Choir, and Feeling Like A Right James Blunt This Christmas by Death of Guitar Pop, both repped for CALM in the UK Christmas chart, with all sales supporting our life-saving work.

FESTIVE ADVICE FROM OUR MATE NOEL

Christmas 2019 saw us introduce our mate NOEL (pronounced like Edmonds, not joyeux) who just happens to be a Xmas pro. Just like his mate ALAN before him, NOEL offered some sage seasonal advice to help our online audiences get through the festive season.



NO
OPEN UP
ENJOY WHAT
YOU CAN
LOOK
FORWARD



SUPPORTERS

JO KEMP

The Proclaimers may have claimed they'd walk 500 miles but Jo Kemp is the real deal. She put her best foot forward and completed over 800km of walking challenges in 2019 in the memory of her partner Tim. Not only that she also took part in the Lost Hours Walk. "It's horrible that I'm doing it in memory of Tim, but if what I'm doing and what we all do, can prevent one family from going through all of this, if it reaches one person, that's all I need."

Every step Jo took helped raise awareness for CALM's services, as well as raising over £22,000 to help us make sure we're there for more people who need us.



RICHARD LE MARE

If you go to watch football it's about shouting from the stands, singing and supporting your team. But what if you challenged yourself not to do that? Well, big Wigan Athletic fan Richard Le Mare did just that, taking on a self-imposed sponsored silence at their home game versus Swansea City. He did it in memory of men lost to suicide, and especially close friend Tim Payne. He's normally the noisiest fan on the stands, so this was a real challenge for Richard - as he said himself "I'm noisy at the football so I'm going to be quiet for CALM." He managed to raise over £400 and even wrote his own match report from the day.

ADAM BINNIE

Adam Binnie and his friends wanted a way to remember their friend John Slavin. And they came up with a blooming brilliant way to do it: by growing sunflowers in his memory and raising money for CALM at the same time. "John loved sunflowers and by growing them we will bring back a bit of the light and colour that has been missing from the world since his passing." And they raised an amazing amount of money - £3,463 to be precise.



MARK PARSONS

We already knew Mark was one of the best and most passionate CALM supporters out there - he puts on an annual golf tournament for CALM in memory of his brother Toby. And when it came to his big day in 2019 he showed it again. Everyone at his wedding - including Mark and his bride - wore a CALM badge to show their support on their special day - and for their wedding favours they made a donation to help us reach even more people who need us.



SUPERSONIC SUPPORTER

It was game on for Richie Vernon from the band Infadels, who streamed himself playing Sonic The Hedgehog for 24 hours.

Starting chronologically from the 1990s, Rich played every single Sonic game to raise money for CALM and its life-saving services. Richie (and Sonic) literally jumped through hoops in spiky situations to raise more than £1,500, as well as raising vital awareness of CALM's free, confidential and anonymous helpline and webchat.

"As someone who has long battled with their own mental wellbeing, I can say that the work of CALM can not be underestimated. That knowledge of having a safe place to air your feelings without judgement whilst allowing yourself to be heard, well, you can't put a price on that."

THANKS TO...

THE AIM FOUNDATION
BONGO'S BINGO
CAPCO
COMIC RELIEF
DAVE TV
FIDELITY FOUNDATION UK
FREE NOW
HARRY'S
INVESCO
KRISTINA MARTIN CHARITABLE TRUST
LNER
READ GROUP
S G CATTO CHARITABLE TRUST
SECRET CINEMA
SM&B
ST JAMES'S PLACE CHARITABLE FOUNDATION
TALBOT UNDERWRITERS
TOPSHOP/TOPMAN

THREE CHEERS TO A GREAT CHEER-ER

Sharon Southren has been a CALM volunteer since May 2019, and in that time she's racked up an incredible 36 hours of supporting - and a whole lot of cheering - at CALM events, including Pride, and The Other Art Fair. So three cheers to you Sharon!





CALM'S 2019 LONDON 10K CREW RAISED THE ROOF AND NEARLY £100,000

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

CAMPAIGN AGAINST LIVING MISERABLY
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2020

COMPANY NUMBER: 05378928 (ENGLAND AND WALES)
CHARITY NUMBER: 1110621 (ENGLAND AND WALES)
CHARITY NUMBER: SCO44347 (SCOTLAND)

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INTRODUCTION FROM THE CHAIR OF TRUSTEES

At 22.59 on Saturday October 26, 2019, just over 1000 souls assembled quietly outside Queen's House Greenwich. In the autumnal darkness, 1000 CALM cuffs glowed orange. It was the starting line of the Lost Hours Walk.

'When it hurts we talk. When the clocks go back we walk. Time to unite against suicide. As time goes backwards, we're walking forwards to campaign against feeling rubbish, against struggling in silence, against being alone, against living miserably.'

20 miles walking the breadth of London along the Thames via Big Ben to Oval then back, right through the night. Walking, talking, reflecting, sharing, remembering, celebrating.

A uniquely CALM event, when we launched the Lost Hours Walk to our supporters we expected to reach a break-even of about 120 supporters joining us. We had no concept that we would meet our capacity of 1000 ardent champions walking with us.

It was a breathtaking trail. Bloody exhausting, to be honest. It was humbling to be walking shoulder-to-shoulder with close-knit families, groups and individuals marching in honour of lost husbands, fathers, brothers, sisters, sons, daughters, colleagues and friends. But also empowering, liberating, joyous even. The streams of walkers were united in defiance - quite literally a Movement Against Suicide.

This annual report documents another phenomenal year in CALM's history. We have welcomed new trustees to the Board, new members to the leadership and operating teams, new ambassadors like Arlo Parks, Poorna Bell and Kem Cetinay, new partners like SEAT and the Football Association, The Fidelity Foundation and the Worshipful Company of Information Technologists. There is so much to appreciate in these pages as the campaign, the organisation, our partners and supporters continue to grow in strength and numbers: £5.7m raised. 646 suicides directly prevented.

And still the 'Holy Shit' numbers that drive us continue to rise:

18 every day.

125 people every week.

That's 11% year on year, with male suicide continuing to constitute 75% of the total and new alarming trends amongst younger people in the UK.

Unprecedented numbers die by suicide. The statistics remain unacceptable. The statistics must change. Together we will change them.

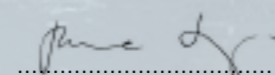
The Lost Hours Walk is emblematic of how far we have travelled together since the campaign launched in 2006.

Yet we cannot ignore that societal change is upon us - maybe not as we would wish. As 2019 marked the end of a decade of transformation for CALM, it will have an inauspicious place in history of being the ramp up to the 2020 pandemic; the point at which so much of life was put on pause or simply turned upside down. As we marched through London that night, some of us might have felt change in the air - yet it felt inevitable that the wheels were going to come off the wagon of society at some point. The pace was not sustainable. None of us would have predicted a global pandemic would change everything come March.

In time, statistics will evidence how calamitous the pandemic has been on our collective mental health. And the future path is not into an easy sunrise - the stresses, dislocation and discomfort of life for so many have been stretched and exacerbated in so many different ways, many of which we have yet to fully comprehend.

As our year ends, we adapted to this new world swiftly and unequivocally, not missing a beat through incorrigible online campaigning, agile services and galvanising support from everyone who funds us - for that we must thank Simon and his brilliant teams for demonstrating such resourcefulness and resilience, for increasing the pace of our work in the face of singular adversity.

Our movement marches onwards. We remain united against suicide.



J Scroggs, Chair

21st September 2020

TRUSTEES' REPORT FOR THE YEAR ENDED 31ST MARCH 2020

The trustees present their report with the financial statements of CALM for the year ended 31 March 2020.

SECTION 1 -STRUCTURE, GOVERNANCE AND MANAGEMENT

1.1 CONSTITUTION OF THE CHARITY AND STATUS

CALM was incorporated on 1 March 2005 via Memorandum and Articles of Association as a company limited by guarantee and not having share capital. It was registered with the Charity Commission in England on 28 July 2005 and was entered on the Scottish Charity Register on 22 October 2013. The company is a Public Benefit Entity. On the 26 January 2019 a special resolution was passed to adopt amended Articles of Association and these were filed on 6 February 2019.

1.2 METHODS FOR RECRUITMENT AND APPOINTMENT OF TRUSTEES/DIRECTORS

The trustees are also the directors of CALM for the purposes of company law. CALM's articles of association require a minimum of three trustees/directors. Trustees'/directors' terms run for two years at which point they must undergo a re-election process. There is no strict limit on terms of office but if a trustee/director has served for more than nine years, their reappointment is subject to a particularly rigorous review and takes into account the need for progressive refreshing of the board. The objective is to have a wide range of appropriate skill-sets across fields that are relevant to CALM's objectives. CALM's objectives are assessed regularly. Trustees/directors are recruited through recommendation and specific advertising as required. They are invited to meet the Chair, the Chief Executive and a quorum of the trustees/directors, before they then meet some of the wider executive. This establishes an understanding of the responsibility and fits with the organisation's objectives. Their appointment is by resolution of

the board of trustees/directors following which the required legal documentation is completed.

Upon their appointment, new trustees/directors are provided with information on their role as a trustee/director along with details of CALM's operations and organisation. A series of meetings is arranged with key staff and departments in the CALM office for the new trustee/director to have a detailed understanding of the day-to-day activities of the organisation and to get to know the employees. Ongoing training is provided as required and there is a regular offer of an invitation to attend the CALM office and join meetings.

1.3 ORGANISATIONAL STRUCTURE AND KEY POLICIES

CALM has a board of trustees/directors which meets four times a year, or as often as needed to be effective. They are responsible for the strategic direction and policy of the charity, as well as governing oversight of the charity's operations. One trustee/director serves as Chairman, one as Treasurer and one as a company secretary. The Chairman and Treasurer report regularly to the trustees/directors on matters that impact the charity, both at trustee/board meetings and during the intervening periods. They also both have more regular direct contact with the executive management to ensure ongoing reporting on and governance of operational matters.

Advisory Boards are appointed as required to consider specific issues. The delegation of the day-to-day responsibility for the running of CALM rests with the Chief Executive, who is supported by a full time equivalent staff of 40 employees in the London office.

The principal policies adopted by CALM are summarised as follows:

- **Ethical** – CALM has an ethical policy, which does not allow it to accept funds from any organisation that it believes may act in a way that is contrary to CALM's objectives. CALM also ensures that funds received from any one source do not exceed 15% of income, to minimise its reliance on any single funder/donor or give them undue sway on the strategic and operational intent of the organisation.
- **Diversity and disability** – CALM's policy is to support the diversity of staff and volunteers through equal opportunities and practices. An internal group has been created to further assess and improve on this for 21/22 and beyond.
- **Investment** – The trustees have the power to invest in such assets as they see fit. Aside from retaining a prudent amount in reserves, it is intended that the majority of CALM's funds be invested in short-

term operational requirements, which leaves few funds for longer-term investments. Having due regard for the short-term liquidity requirements of operating the charity, the trustees maintain healthy cash reserves and utilise those reserves to the best of their abilities.

- **Remuneration** – CALM's remuneration policy is to reward all staff on the basis of: (1) their performance against personal targets; (2) CALM's overall strategic and financial performance; (3) market salaries of a comparable role across all sectors; and (4) the need to retain staff. The remuneration of the Chief Executive is also set at a level which is proportionate to the lowest paid staff member, the overall level of expenditure and market salaries for a comparable role elsewhere

- **Reserves** – Reserves are maintained at a level that enables the Charity to manage financial risk and ensure financial commitments can be met as they fall due. The reserves policy states unrestricted and undesignated income should exceed three months but are not expected to exceed six months' of forecast expenditure unless under specific circumstances for which the Executive decides additional reserves are necessary (e.g. during periods of financial uncertainty or in expectation of additional investment in the organisation). This is determined on the basis of: (1) cash flow forecasts, which are updated and reviewed on a regular basis and discussed at trustee meetings; and (2) the nature of CALM's short and long-term liabilities and commitments. CALM's primary driver is therefore always to maintain sufficient funds to meet immediate working capital requirements for the next three to six months. These reserves were utilised to safeguard CALM's service provision and organisational overheads as the extent of the effects of COVID19 became apparent through the final quarter of the year.

- **Staff safeguarding policy** - CALM's staff safeguarding policy exists to support staff. Due to the subject matter of the work that is carried out it is important that clear policies, processes and boundaries are put in place to enable staff to carry out their roles in a supportive environment and to protect themselves.

In addition to the policies above, CALM also has in place the requisite policies for the day-to-day running of the organisation, including financial and human resource policies.

1.4 RISK MANAGEMENT

The trustees have assessed the major risks to which CALM is exposed - in particular, those related to its operations and finances - and are satisfied that systems are in place to mitigate the charity's exposure to the major risks. Such risk factors and control systems are reviewed regularly by the trustees.

Day-to-day risk management is delegated to and undertaken by the Chief Operating Officer (COO), in conjunction with the senior management in CALM's office. The COO reviews risks ahead of trustees' meetings and makes trustees aware of any new, substantial or urgent risks. Risk management will remain a key focus to ensure that continued growth is matched by good governance.

Financial risks are monitored through thorough reporting and jointly managed by the Treasurer, COO and Accountant. Cash-flow reports are prepared weekly, management accounts are prepared monthly and budget reviews take place every other month. Financial systems and policies are in place to ensure good practice.

SECTION 2 - OBJECTIVES AND ACTIVITIES

2.1 AIM

CALM focuses upon the prevention of suicide in the UK.

2.1.1 CHARITABLE OBJECTS

As stated in its memorandum of association, CALM's objectives are the preservation, protection and improvement of mental health and well-being amongst in particular, but not exclusively, young persons in the United Kingdom by offering, but not limited to, the use of support services, advice and/or information about depression and/or crisis management in whatever form is deemed most appropriate at that time to ensure that the services on offer are accessible to young people and others, through but not limited to the advancement of health education and public awareness.

2.1.2 STRATEGIC GOALS AND PRINCIPAL ACTIVITIES

In order to achieve its objectives, CALM's strategic goals and main activities are:

- To campaign to increase the awareness and understanding of suicide in the UK; to create a platform and a movement that encourages and facilitates help-seeking behaviours and a shared purpose in suicide prevention.
- To provide services for people who do not feel current services in the UK are right for them; principally a helpline and webchat service, plus

CALM's website, campaigns and engagement materials which provide information and support for anyone in the United Kingdom.

- To grow a community of individuals and groups, brought together by common interests, to support and learn from each other, improving wellbeing and for a Movement Against Suicide.

2.2 PUBLIC BENEFIT

CALM's objectives and activities fully reflect the purposes that the charity was set up to further. There is an inherent public benefit in the prevention of suicide and promoting a richer, better informed, empowering conversation around male mental health.

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and when planning for future activities. The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011.

SECTION 3 - ACHIEVEMENTS AND PERFORMANCE

3.1 STRATEGIC AND OPERATIONAL GOALS FOR 2019/20

CALM commenced 2019/20 with the following strategic and operational goals:

1. Continue to build awareness of suicide in the UK.
2. Continue to build awareness of CALM, the CALM brand and its services through increased campaign presence.
3. Increase service provision and support for those at highest risk of suicide through new services and partnerships. Evaluate and evolve our services to provide gender inclusivity.
4. Increase income and diversify revenue generation including a CALM owned event.
5. Continue to grow and operate an efficient, productive and well governed organisation.

3.2 REVIEW OF OPERATIONS

Below is a summary of the progress made by CALM in achieving the goals it set at the beginning of the year.

3.2.1 AWARENESS

This year, we have benefitted from investment on in-house expertise and creativity. By adding new members to the marketing and communications team, we have been able to produce more content and through it, reach more and more people. Relying less on pro-bono agency support, we have continued to grow our audience and delivered a message that stretches from suicide to positivity, friendships and fun.

Campaigns like 'call for help' have brought the issue to life and continued to enable the public to grow its understanding of the facts and of services that help, like ours.

By working with Topman and Topshop, SEAT, Dave TV, Twitter and Instagram, we have continued to benefit from the reach of our partners and have converted many of their audience to CALM: website viewers, social media followers, campaign joiners and people in need of support, finding that support.

Nearly half a million users found their way to the CALM website and we continued to grow our audience through social media: 75,355 audience gain across all social channels between April 19 - April 20, which represents a 23.3% increase on the previous period.

VOLUNTEERING

CALM is proud to run an active volunteer programme which this year had 348 active volunteers providing 2,715 hours of support. The contribution made by volunteers to CALM's work includes:

- Head office support: post fulfilment, desk research, registering fundraisers and other supporters for challenge events and supporting engagement activities.
- "Street Team" – representing CALM at events, such as Freshers' Fairs, theatre productions, music and other cultural festivals to help CALM interact with thousands more people, raising awareness of suicide and CALM's services.
- Corporate volunteers - taking part in campaigns like "Man Your Local" which involves placing beer mats with CALM's messaging in local pubs; taking CALM to new events (like Pride) which CALM wouldn't otherwise be able to reach to take its message to at risk audiences.

- 2019/20 also saw CALM launch our Lead Volunteer Programme, thanks to funding from a partner, which has been a long-held ambition. This programme enables CALM to work with more volunteers through a peer-to-peer set-up; as well as offer new skills and opportunities for long-standing volunteers.

AMBASSADORS

Ambassadors continue to engage their fans and ours with compelling stories and tireless work. We have continued to diversify our message and reach by converting new ambassadors over the last 12 months, notable additions have been: Shareefa J, Poorna Bell, Arlo Parks, Kem Cetinay, Marvin Sordell and Tom Green.

3.2.2 CAMPAIGNS

CALM is leading a movement against suicide and through its life-saving services and campaigns that drive cultural change, it works with people to push for a life less miserable for everyone.

CALL FOR HELP

This year, we continued to campaign around the issue of suicide and ensure we raise awareness of our services. 'Call for help' was a digital OOH campaign aimed at giving the public greater visibility of CALM's helpline and services, shattering the stigma of reaching out and encouraging people to pick up the phone to help themselves and others. We linked live calls to billboards to showcase the power of a phone call in real-time and these went live across London, Manchester and Birmingham from 5pm on 16 April, the campaign reached people in their every-day life environments and destigmatised the issue of suicide.

SOCIAL CAMPAIGNS

CALM's social media continued to demonstrate good growth, reach and engagement this year. Continuing our work with Instagram, we followed up on our campaign #Gramfam - tackling exam stress for young people when they were in the thick of revision. We also launched a campaign at Christmas that aimed to give a voice to those who struggle with the festive season, whatever the reason. Working directly with Twitter, we launched #yuleslog to give people license to discuss the pressures that Christmas throws at people, that often get overlooked.

#LETWHATSINSIDEOUT / TOPMAN TOPSHOP

We partnered with long-standing supporters Topshop and Topman to create a revolutionary new clothing care label designed to promote mental wellbeing and self-care in young people. Playing on the idea that all clothing has a care label inside with instructions on how to look after it, this oversized care label was stitched to the outside of clothing, encouraging people to instead look after themselves. It featured self-care messaging and information about our helpline – riffing on the campaign's hashtag #LetWhatsInsideOut to stimulate conversation around young people opening up..

SEAT - GROW A PAIR

With SEAT, we encouraged people to listen more to their friends and family. Entitled 'Grow a Pair', the installation features a giant pair of ears, twisting a typically negative phrase to inspire positive behaviour. The installation was supported by additional content for billboards, print and digital - signposting to content that helps people become better listeners and help their friends and loved ones when they're down or in crisis.

DAVE - COMEDY AGAINST LIVING MISERABLY

Comedy Against Living Miserably was this year's major instalment in Dave's partnership with CALM since the "Be the Mate You'd Want" campaign launched last year, with an ad break takeover where airtime was given to encourage viewers to spend that time texting or calling a mate. Dave continued to utilise their platform, working with us on a three-part series of filmed stand-up specials produced by Spirit Media. Two fundraising events aired on Dave in the spring with comics waiving their fee to donate to the charity.

HEADS UP

Following the success of the Heads Together campaign in 2017, The Royal Foundation shifted focus to football from long distance running. Creating 'Heads Up' CALM formed a pivotal part of the campaign that aimed to kick off a conversation amongst footballers and the millions of football fans up and down the country.

Launching at the Community Shield, the campaign utilised HRH The Duke of Cambridge, Premier League superstars, broadcasters, genuine supporters, grassroots players and CALM ambassadors to ensure Mental Health was always on the agenda throughout the football season.

3.2.3 HIGH RISK

LONDON NORTH EAST RAIL AND PRIDE

As part of their long-term support of CALM, London North East Rail took CALM with them to a series of Pride events throughout June and July; paying for spots in the event village and marches, and providing free rail travel for volunteers. This meant CALM was able to take our messages of support and awareness of the helpline to this high-risk group.

HARRY'S HOMELESS HELPLINE

Following CALM's hugely successful partnership with men's grooming brand Harry's on 2018's #project84 we established a helpline specifically targeting the homeless community. The service was fully funded by Harry's and awareness partnerships were established with, amongst others, YMCA and St Mungo's.

The aim of the helpline service was not to help people find permanent accommodation as CALM lacks the specific knowledge to do this; rather it was designed to help people cope with the mental health impact of homelessness. Homeless people are six times more likely to take their own lives than those with permanent accommodation.

3.2.4 HELPLINE AND PARTNERSHIPS

HELPLINE AND WEBCHAT SERVICES

CALM's principal service is a helpline and webchat service running from 5pm to midnight every day of the year. It is free, confidential and anonymous, and run by paid and trained staff supporting people through various stages and forms of life crisis. CALM receives overwhelmingly positive feedback from users of the helpline, many of whom go on to become supporters.

Further investment was made in CALM's service provision and helpline management by the appointment of a Services Project Manager to deliver a world class service to users and supporters, use data, insights & technology to drive the strategic development of CALM's services and develop new and existing products and services that meet the needs of CALM's users and supporters.

Demand for the helpline continues to rise year-on-year and this year saw a rise of 27%. A 59% increase in helpline seat capacity enabled a 12% increase in contacts answered.

Work continues to improve the efficiency of our helpline webchat service and the user experience of people in the queue. Project RIO will introduce Ai and machine learning through a bot to enable a 24/7 service provision and ensure helpline users are cared for from the moment they connect to CALM.

An important statistic is the number of known suicides prevented by helpline and webchat workers. These are calls or chats in which the caller has been actively suicidal, with the threat of imminent suicide and where the helpline worker believes that the caller has stepped back from suicide or where CALM has successfully enabled emergency services to respond.

In the year to 31 March 2020 646 suicides were prevented.

A summary of the key metrics (consistent with those published last year) are provided in the table below.

	2016/2017	2017/2018	2018/2019	2019/2020	2019/2020 % change
Demand in service hours	83,261	96,518	146,076	185,895	27%
Contacts answered	63,536	72,856	95,167	134,982	42%
% contacts answered	76%	76%	65%	73%	12%
Suicides prevented	409	456	710	646	-9%

CALM COMPANIES/CORPORATE SUPPORT PRODUCT

Following a successful trial of a paid for workplace wellbeing product, CALM Companies, CALM has decided to restructure this offer to make it available to all workplaces seeking support. This will be integrated into our offer to our corporate partners and overseen by the fundraising team as the primary relationship holders.

SUPPORT AFTER SUICIDE PARTNERSHIP

CALM hosted the Support After Suicide Partnership ("SASP") who through research, support materials, signposting, collaboration and practise aim to offer everyone bereaved by suicide timely and appropriate support. CALM recognises the importance of SASP's work by providing administrative, accounting and office support, as well as a permanent desk at CALM's office. SASP is instrumental in influencing the way that CALM communicates and supports its bereaved volunteers and fundraisers. In January 2020 SASP moved home to the Samaritans who take on hosting responsibilities going forward, CALM intends to continue to support SASP financially for 20/21.

COLLECTIVES

Bringing people together over shared passions remains a part of our service provision and this year saw the successful launch of our fourth collective at The Affordable Art Fair, the Art Collective, headed up by The Connor Brothers. A Collectives Manager was appointed to give key focus to this area of our work.

3.2.5 REVENUE GENERATION

The majority of CALM's revenue comes from the public, predominantly through challenge events and DIY fundraising. CALM also works with a number of corporate partners who make donations to CALM's work and/or support their employees in fundraising for CALM.

Continued investment in CALM's fundraising team over the last year has enabled the team to further improve the charity's supporter care, resulting in exceptional growth in donations. The function of this team reaches far beyond income generation. As around half of all of CALM's supporters have been bereaved by suicide, for many fundraising for CALM is an important part of managing their grief. As such, focus is always placed on the supporter experience and ensuring that all interactions with CALM are positive and useful to the supporter or donor. Both staff and volunteers complete training at CALM to ensure they are aware of the issues and stigma surrounding mental health and suicide.

New hires into community and challenge fundraising mean CALM can continue to offer excellent supporter care, despite rapidly increasing

numbers of supporters. Additional hires in corporate fundraising will give much improved account management to our partners, especially as the number of partners more than doubled throughout this period. Finally, in response to the enormous success of CALM's first event the Lost Hours Walk, and the continued success of challenge events fundraising, we have hired an events expert to help us build and grow this area even further.

CALM is a member of the Institute of Fundraising, and operates in accordance with the Code of Fundraising Practice as outlined by the Fundraising Regulator. There have been no compliance issues in the reporting period and no complaints relating to CALM's fundraising practice. CALM's complaints policy can be found on its website thecalmzone.net.

Anyone choosing to fundraise for CALM has to agree to terms and conditions (if they are a volunteer fundraiser) or co-sign a commercial participator agreement if they are donating proceeds or profits from sales of goods or services. CALM does not employ the services of any third party fundraisers.

3.2.6 OPERATIONS

WEBSITE

CALM's website continues to serve three main functions:

1. Service provision
2. Getting involved by donating, fundraising, volunteering or participating in a campaign.
3. Providing inspiring information on CALM and campaigns.

Scoping and development for the new website began last year. Instead of a two-step approach of launching an interim site followed by a complete redesign, our newly appointed Head of Innovation has selected the vendors who will be delivering a new website in the forthcoming financial year. This will better deliver the three main functions above and bring the website inline with CALM's refreshed branding.

HR AND SUPPORT FOR STAFF

As part of its commitment to be a leader in all areas of its activities, in line with ground breaking campaigns and excellence in service provision, CALM aspires to be a leading employer in the not-for-profit sector.

RECRUITMENT & DEVELOPMENT

In the year to 31 March 2020, 16 new roles were created, including a Head of Innovation, Head of People & Culture, a Project Management

team, Fundraisers to Challenge and Corporate, and more content creation resources to the Communications team.

SUPPORT

Recognising not only the potential for secondary trauma that exists from working in a suicide prevention organisation, but also the responsibility as an employer to provide support for staff, CALM provides holistic support internally and through third party providers. Work was completed this year on our organisational values and principles and this work will now be reflected in our performance management structure and career progression framework.

SECTION 4 – PLANS FOR FUTURE PERIODS

4.1 FUTURE AIMS AND OBJECTIVES

Original plans for 20/21 included the expansion of CALM's target audience to include a risk-based strategy (i.e. those at high risk of suicide) including but not limited to men, homeless, people in prisons and people aged 16-24. The CALM helpline became truly gender inclusive as CALM's audience grew.

Staff numbers were due to grow in order to meet demand and ensure CALM's reach and effectiveness matched the scale of the organisation's growing influence and opportunities.

These plans were dramatically impacted by Covid-19 and new strategic and tactical plans were put in place in March 2020 with an initial emergency RED phase to run through the first 4 months of financial year 2020/21;

1. Safeguard existing helpline provision, extend service to meet demand (where financially viable) and invest in efficiency, effectiveness and future proofing
2. Develop more effective methods of engaging our audience, focussing on conversion, efficiency and enhanced UX
3. Define and capitalise on new audiences - targeting audiences of big impact from a service / cultural / fundraising perspective
4. Gain more brand value and affinity
5. Reinvigorate CALM's usual fundraising sources, capitalise on recent lessons, and continue to explore new opportunities
6. Reach optimal efficiency, and be prepared to invest in the right opportunities

7. Adapt and capitalise on a changing society
8. Ensure we become a best-in-class place of work now and in the future

SECTION 5 – FINANCIAL REVIEW

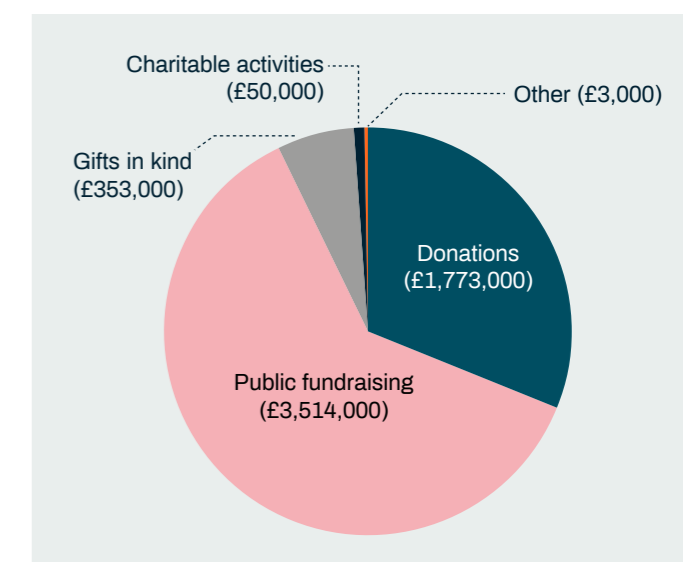
5.1 INCOME

Income for the year was £5,693,000 (2019: £3,710,000), an increase of £1,983,000 (53%) on prior year. This was achieved as follows:- public fundraising £3,514,000 (2019: £2,359,000), an increase of 49%; donations £1,773,000 (2019: £1,081,000), an increase of 64%; charitable activities £50,000 (2019: £92,000); gifts in kind £353,000 (2019: £173,000) and investment income £3,000 (2019: £5,000).

Public fundraising involves raising income from public participation in and sponsorship of challenge and community events throughout the country by CALM supporters.

Donations consist of income from trusts and foundations £728,000 (2019: £406,000), an increase of 79%; corporate income £1,043,000 (2019: £672,000), an increase of 55%; and other donations £2,000 (2019: £3,000). Corporate income consists of donations from companies and includes donations from employee events and matched funding of donations raised by employees.

Income is categorised in the following chart:



Income from public fundraising, sponsorship events and donations is obtained from a large number of sources/donors across a wide range of events throughout the year.

Income from charitable activities includes event registration fees of £42,000 (2019: £45,000), commissioning income of £8,000 (2019: £19,000), and CALM Companies £nil (2019: £28,000). Commissioning income is funding from government agencies which support services provided by CALM. Event registration fees relate to fees paid by supporters for their fundraising event place.

The trustees have restricted deferred income from grant funding of £356,000 (2019: £130,000) until 2020/21 as the expenditure to which the grants relate will not be committed and incurred until the following year.

5.2 EXPENDITURE

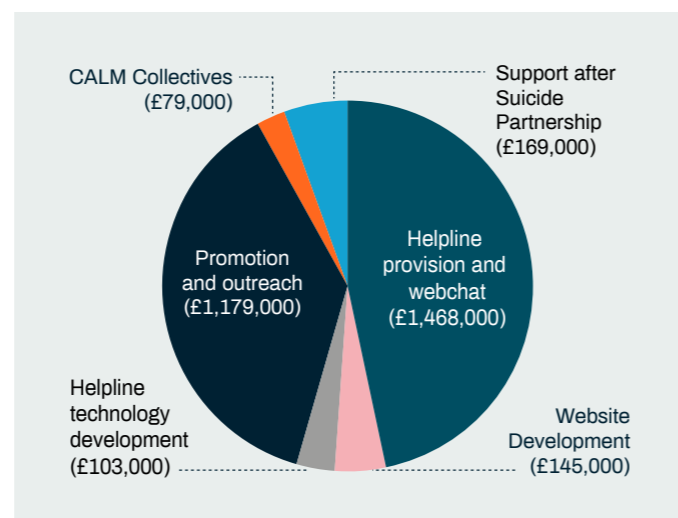
Expenditure for the year was £3,951,000 (2019: £2,496,000), an increase of £1,455,000 (58%) on prior year. This increase, supported by the corresponding increase in income, arose across the following areas of CALM's activities:

FUNDRAISING

Total fundraising costs were £798,000 (2019: £434,000), an increase of £364,000 (84%) on the previous year. Of these costs £610,000 (2019: £313,000) were direct costs and £188,000 (2019: £121,000) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training. Fundraising costs includes the costs of supporting and organising participants in fundraising events on behalf of CALM and also work on developing the supporter database. The salary costs of 9 full time equivalent members of staff are allocated directly to this category (2019: 6). Fundraising costs represent 14% (2019: 12%) of income.

SERVICE PROVISION

Service provision costs were £3,153,000 (2019: £2,062,000), an increase of £1,091,000 (53%) on the previous year. They cover all charitable activities of CALM can be analysed as follows:



Helpline/webchat service provision costs were £1,468,000 (2019: £902,000) and increased by £566,000 (63%) as service provision levels were expanded with increased numbers of helpline and webchat staff available to meet increased demand. The helpline is manned by staff from an external service provider. Of these total costs £1,197,000 (2019: £718,000) were direct costs and £271,000 (2019: £184,000) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

Website costs were £145,000 (2019: £161,000), a decrease of £16,000 with the majority of the development of the website occurring in 2018/19. Of these total costs £38,000 (2019: £77,000) were direct costs and £107,000 (2019: £84,000) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

Helpline technology development commenced in the last quarter of 2018/19 and expenditure on this for the period amounted to £103,000 (2019: £91,000). Of these total costs £91,000 (2019: £79,000) were direct costs and £12,000 (2019: £12,000) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

Promotion and outreach costs were £1,179,000 (2019: £791,000), an increase of £388,000 on the previous year. The costs in this category involve the provision of support to promote awareness of male suicide through campaigns and specific public events. The salary costs of 10 full time equivalent staff are allocated directly to this cost category (2018: 8). Of these total costs £944,000 (2019: £621,000) were direct costs and £235,000 (2019: £170,000) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

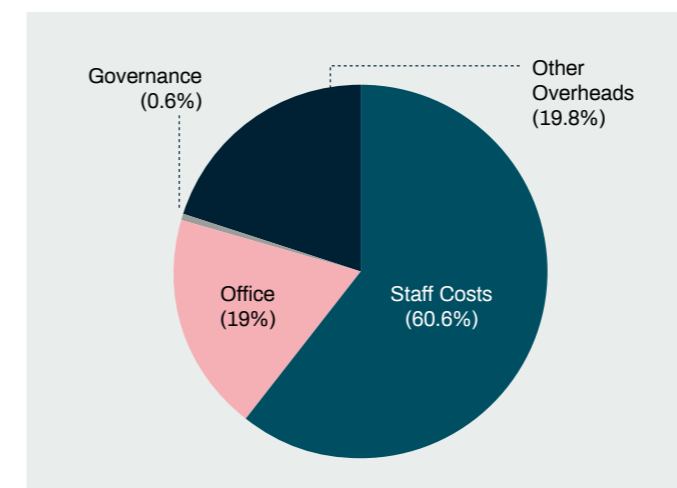
Expenditure on the Support after Suicide Partnership was £169,000 (2019: £58,000) an increase of £111,000. Restricted funds were received from 6 funders as contribution to SASP costs and additional activity.

Collective costs were £79,000 (2019: nil). This is a new stream of expenditure in the year, and costs are made up of staffing and external consultancy to provide expertise on health and fitness. Of these total costs £70,000 (2019: nil) were direct costs and £9,000 (2019: nil) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

SUPPORT COSTS

Support costs are the office, administration, management and governance costs incurred by CALM. In 2019/20 they were £833,000 (2019: £585,000), an increase of £248,000 (42%) on the previous year. This increase was due to an increase in staff numbers along with the associated on-costs. CALM employed 8 full time equivalent staff (2019: 5), including the Chief Executive, during 2019/20.

Expenditure is categorised as follows:



Office costs, which are the general overheads of the charity, make up 4% (2019: 7%) of CALM's total expenditure. The principal elements are office rent £110,000 (2019: £95,000) and utility/communications/IT/insurance costs of £48,000 (2019: £70,000).

5.3 SURPLUS AND RESERVES

There was a fund surplus for the year of £1,742,000 (2019: £1,214,000), all of which was unrestricted (2019: £1,214,000).

Total funds available as at 31 March 2020 were £3,729,000 (2019: £1,987,000), all of which were unrestricted (2019: £1,987,000).

The funds available balance is consistent with CALM's reserves policy outlined in section 1.3 above, in particular it is sufficient to meet the charity's short term working capital requirements. The unrestricted reserves balance as at 31 March 2020 represents 10 months (2019: 5.4 months) of budgeted expenditure for 2020/21. These reserves were utilised to safeguard CALM's service provision and organisational overhead as the extent of the effects of COVID19 became apparent through the final quarter of the year.

SECTION 6 – REFERENCE AND ADMINISTRATIVE DETAILS

CAMPAIGN AGAINST LIVING MISERABLY (CALM)
CHARITY REGISTRATION NUMBER: 1110621 (ENGLAND AND WALES), SCO44347 (SCOTLAND)
COMPANY NUMBER: 05378928 (England and Wales)

TRUSTEES

James Scroggs (Chairman)
Richard Baskind
Marcus Chapman
Catherine Chevallier (appointed 25 November 2019)
Emma France (appointed 30 September 2019)
Will Grundy (appointed 30 September 2019)
Aimee Luther
Philip Portal
Adam Powers (appointed 30 September 2019)
Ajax Scott
Andrew Wardlaw (appointed 30 September 2019)
Robert Kingdom (resigned 30 September 2019)
Philip Thomas (appointed 27 April 2020)
David Bateson (appointed 27 April 2020)
Matthew Finch (appointed 27 April 2020)

CHIEF EXECUTIVE OFFICER

Simon Gunning

REGISTERED OFFICE

The Copper Room
Deva Centre
Trinity Way
Manchester M3 7BG

CALM OFFICE ADDRESS

PO Box 68766
London
SE1 4JZ

AUDITORS

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

LEGAL ADVISORS

Stone King
Boundary House
91 Charterhouse Street
London
EC1M 6HR

BANKERS

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

CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent ME19 4JQ

Virgin Money plc
Jubilee House
Gosforth
Newcastle upon Tyne
NE3 4PL

Nationwide Building Society
Kings Park Road
Moulton Park
Northampton
NN3 6NW

SECTION 7 - AUDITORS

The Auditors, Royce Peeling Green Limited, Chartered Accountants, have expressed their willingness to continue in office and a resolution regarding their appointment and remuneration will be submitted to the Annual General Meeting.

SECTION 8 - STATEMENT OF TRUSTEES' RESPONSIBILITIES

Law applicable to charities in England and Wales requires trustees to prepare financial statements for each financial year, which give a true and fair view of the financial activities of the charity during the year and state of affairs at the end of the year. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006, applicable Accounting Standards and Statements of Recommended Practice (FRS 102), and the Accounting regulations set out under the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

SECTION 9 - STATEMENT OF DISCLOSURE TO AUDITORS

So far as the trustees are aware, there is no relevant audit information of which CALM's auditors are unaware. Additionally, the trustees have taken all the necessary steps that they ought to have taken as trustees in order to make themselves aware of all relevant audit information and to establish that the charity's auditors are aware of that information.

SECTION 10 - COMPANIES ACT 2006

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006. As a small company the charity is not required to prepare a strategic report.

This report was approved by the board on 18 January 2021



J Scroggs – Director, Chair of Trustees

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF CAMPAIGN AGAINST LIVING MISERABLY

OPINION

We have audited the financial statements of Campaign Against Living Miserably (the 'charity') for the year ended 31 March 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2020 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) 2006 (as amended)

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the accounts section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the accounts in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

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

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

OTHER INFORMATION

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and 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.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Act 2011 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors report.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out on page 33, the trustees (who are also the directors of the charity for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

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 (UK) 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 FRC's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, Charities Act 2011, Part 4 of the Charities (Accounts and Reports) Regulations 2008 and section 44 (1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' 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 trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Carolyn Dutton (Senior Statutory Auditor)

Royce Peeling Green Limited
20th January 2021

Chartered Accountants
Statutory Auditor

The Copper Room
Deva Centre
Trinity Way
Manchester
M3 7BG

Royce Peeling Green Limited is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006

STATEMENT OF FINANCIAL ACTIVITIES

INCOME AND EXPENDITURE ACCOUNT YEAR ENDED 31 MARCH 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Year Funds	Note
Income from:					
Donations and legacies	4,855,990	783,805	5,639,795	3,612,711	3
Charitable activities	49,925	-	49,925	91,946	
Investments	3,358	-	3,358	5,276	
Total incoming resources	4,909,273	783,805	5,693,078	3,709,933	
Expenditure on:					
Raising funds	798,096	-	798,096	434,342	4
Charitable activities	2,368,708	783,805	3,152,513	2,061,705	5
Total expenditure	3,166,804	783,805	3,950,609	2,496,047	
Net income / (expenditure)	1,742,469	-	1,742,469	1,213,886	
Transfer between funds	-	-	-	-	
Net movement in funds	1,742,469	-	1,742,469	1,213,886	
Reconciliation of funds:					
Total funds brought forward	1,986,956	-	1,986,956	773,070	
Total funds carried forward	3,729,425	-	3,729,425	1,986,956	

The statement of financial activities has been prepared on the basis that all operations are continuing operations.

There are no recognised gains and losses other than those passing through the statement of financial activities.

The notes on pages 39 to 46 form part of these accounts.

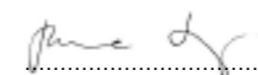
BALANCE SHEET

AS AT 31 MARCH 2020

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Year Funds	Note
Fixed assets:					
Tangible assets	36,016	-	36,016	-	8
Total fixed assets:	36,016	-	36,016	-	
Current assets:					
Debtors	254,778	25,000	279,778	184,443	9
Cash and cash equivalents	3,697,834	334,327	4,033,394	2,111,849	
Total current assets	3,925,612	359,327	4,313,172	2,292,292	
Liabilities:					
Creditors falling due within one year	(259,203)	(359,327)	(619,763)	(309,336)	10
Net current assets	3,693,409	-	3,693,409	1,986,956	
Total assets less current liabilities	3,729,425	-	3,729,425	1,986,956	
The funds of the charity:					
Restricted Income Funds	-	-	-	-	12
Unrestricted Funds	3,729,425	-	3,729,425	1,986,956	11
Total charity funds	3,729,425	-	3,729,425	1,986,956	

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the trustees on 18 January 2021 and signed on their behalf by:



James Scroggs
Director, Trustee

Company Reg. Number: 05378928 (England and Wales)
Charity Number: 1110621 (England and Wales)
Charity Number: SC044347 (Scotland)

STATEMENT OF CASH FLOWS

YEAR ENDED 31 MARCH 2020

	Total funds 2019/20	Total funds 2018/19	Note
Cash flows from operating activities:			
Net cash provided by / (used in) operating activities	1,954,203	1,268,527	A
Cash flows from investing activities:			
Interest received	3,358	5,276	
Payments to acquire tangible fixed assets	(36,016)	-	
Net cash provided by/ (used in) investing activities	(32,658)	5,276	
Change in cash and cash equivalents in the reporting period	1,921,545	1,273,803	
Cash and cash equivalents at the beginning of the reporting period	2,111,849	838,046	
Cash and cash equivalents at the end of the reporting period	4,033,394	2,111,849	B

NOTE A: RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total funds 2019/20	Total funds 2018/19
Net movement in funds for the year (as per the Statement of financial activities):	1,742,469	1,213,886
Adjustment for:		
Interest received	(3,358)	(5,276)
(Increase) in debtors	(95,335)	(90,648)
Increase in creditors	310,427	150,565
Net cash provided by operating activities	1,954,203	1,268,527

NOTE B: ANALYSIS OF CASH AND CASH EQUIVALENTS

	Total funds 2019/20	Total funds 2018/19
Cash at bank	4,033,394	2,111,849

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2020

1. ACCOUNTING POLICIES

BASIS OF PREPARATION

The financial statements have been prepared under the historic cost convention with items recognised at cost or transaction value unless stated in the relevant notes to the accounts.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and in accordance with the Companies Act 2006. Campaign Against Living Miserably is a registered charity, no 1110621, and meets the definition of a public benefit entity under FRS 102.

The financial statements have been prepared on a going concern basis. The coronavirus pandemic has developed rapidly in 2020, with a significant number of cases. Measures taken by the government to contain the virus have affected economic activity and the charity's activities in various ways:

1. The impact of the pandemic was already being felt at the tail end of 19/20, with public fundraising and donations dropping to 74% of budget in March. March also performed worse than the previous year in public fundraising, reaching just 87%. This underperformance was almost entirely down to challenge event fundraising which performed at just 44% of budget as events began to be postponed and cancelled.
2. The emergency budget and strategy created in March 2020 necessitated scaling down and pausing various work streams and projects, resulting in some members of staff being placed on furlough. Management implemented new strategic and tactical plans throughout March 2020 with an initial emergency budget to run through the first 4 months of the financial year 2020/21. In this scenario CALM was deemed to have sufficient cash and reserves to continue to fund reduced operations.

Trustees believe that the work undertaken with the new strategic direction demonstrates that CALM has adequate plans to adapt to the

changing conditions and as such consider that there is no material uncertainty that casts doubt on the charity's ability to continue as a going concern.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

COMPANY STATUS

The charity is a company limited by guarantee. The members of the company are the trustees named on page 32. In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

FUND ACCOUNTING

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

INCOMING RESOURCES

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, the trustees know it is probable that they will receive the resources and the monetary value can be measured reliably. Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SoFA.

Grants, commissioning and corporate fundraising are included in the period to which the SoFA relates when:

- (1) the charity has unconditional entitlement to the resources; and
- (2) to the extent that the resources are provided to fund specific activities over defined periods of time, the charity is entitled to spend the resources and the corresponding liability has been recognised.

Grants, commissioning and corporate fundraising income that covers subsequent accounting periods is shown as deferred income on the balance sheet.

Where there are terms or conditions attached to incoming resources, particularly grants, then these terms or conditions must be met before the income is recognised as the entitlement condition will not be satisfied until that point. Where terms or conditions have not been met or uncertainty exists as to whether they can be met then the relevant income is not recognised in the year but deferred and shown on the balance sheet as deferred income.

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised; those for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity; those for use by the charity are included in the SoFA as incoming resources when receivable.

Donated facilities are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received. No amounts are included in the financial statements for services donated by volunteers.

Investment income is included in the accounts when receivable.

EXPENDITURE AND LIABILITIES

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources, it is probable that settlement will be required and the amount of the obligation can be measured or estimated reliably.

Fundraising costs are those incurred in raising income for the charity through events and promotions, and seeking grant funding.

Support costs are allocated to activity cost categories on a basis consistent with the use of resources and include:

(1) Office and administration costs incurred in connection with general management of the charity and compliance with constitutional and statutory requirements; and

(2) Governance costs incurred in relation to the preparation and audit of statutory accounts, the costs of trustee meetings and the cost of legal advice to trustees on governance or constitutional matters.

Irrecoverable VAT is charged against the expenditure heading for which it was incurred.

LEASES

Rentals payable under operating leases, including any lease incentives received, are charged to the Statement of Financial Activities on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease assets are consumed.

PENSION SCHEME

The charity contributes to a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity and contributions are accounted for when due.

DEPRECIATION

All tangible fixed assets are stated in the balance sheet at cost less depreciation. The depreciation of assets is provided in equal annual instalments over the estimated useful life of the assets at the following rates:

Short leasehold property -	Over the term of the lease
Computer equipment -	33% straight line

RECOGNITION OF LIABILITIES

Liabilities are recognised where it is more likely than not there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

RECOGNITION OF BASIC FINANCIAL ASSETS

Debtors are measured on initial recognition at settlement amount after any discounts or amount advanced by the charity. Subsequently, they are measured at cash or other consideration expected to be received.

2. CRITICAL ACCOUNTING ESTIMATES

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised, where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3. DONATIONS AND LEGACIES

	Unrestricted	Restricted	Total 2020	Total 2019
Donations	1,341,840	431,105	1,772,945	1,081,156
Public fundraising	3,514,150	-	3,514,150	2,358,555
Gifts in kind	-	352,700	352,700	173,000
Total	4,855,990	783,805	5,639,795	3,612,711

Restricted donations consist of grant income of £374,980 (2019: £296,415), corporate income of £56,125 (2019: nil) and donations of £nil (2019: £2,691).

Legacies of £1,000 were received in 2020 (2019: nil).

Although required to disclose the aggregate donated by trustees the charity recognises that all of our trustees give their time on a voluntary basis and make valuable non-financial contributions. Total trustee donations of £15,311 (2019: nil) have been received in the year.

4. RAISING FUNDS

Activity or programme	Activities undertaken directly	Support costs (note 6)	Total 2020	Total 2019
Fundraising activities	610,113	187,983	798,096	434,342

5. EXPENDITURE ON CHARITABLE ACTIVITIES

	Activities undertaken directly	Support costs (note 6)	Total 2020	Total 2019
Helpline provision and webchat service	1,197,310	270,970	1,468,280	902,149
Website	38,057	107,430	145,487	160,900
Helpline technology development	90,656	12,789	103,445	91,493
CALM companies	7,229	1,020	8,249	57,953
Promotion / outreach costs	944,351	234,904	1,179,255	790,828
Support After Suicide Partnership	160,766	8,332	169,098	58,382
Collectives	68,969	9,730	78,699	-
Total	2,507,338	645,175	3,152,513	2,061,705

6. SUPPORT COSTS

	Office	Management	Governance	Total 2020	Total 2019
Raising funds	35,561	151,209	1,213	187,983	120,976
Helpline provision and webchat service	51,261	217,961	1,748	270,970	184,586
Website	20,323	86,414	693	107,430	83,794
Helpline technology development	2,419	10,287	83	12,789	12,441
CALM companies	193	820	7	1,020	7,880
Promotion / outreach costs	44,438	188,951	1,515	234,904	169,449
Support After Suicide Partnership	1,576	6,702	54	8,332	5,850
Collectives	1,841	7,826	63	9,730	-
Total	157,612	670,170	5,376	833,158	584,976

Support costs are allocated to activity areas on a fixed and variable basis.

The fixed cost element, estimated at fifty percent of total support costs, is allocated equally across the four principal activities: raising funds, helpline provision and webchat service, website and promotion/outreach. A nominal amount is allocated to the Support After Suicide Partnership as this activity is considered to use only limited fixed resource. No fixed cost element has been allocated to CALM Companies. No fixed cost element has been allocated to Helpline technology development as activity did not commence until close to the end of the year.

The variable cost element, also estimated at fifty percent of support costs, is allocated across all activities in proportion to the level of direct costs incurred in undertaking those activities. Given the nature of CALM's activities this is considered to be the most appropriate way in which to allocate variable costs.

Governance costs relate to the annual audit fee, legal fees and reimbursed trustee travel and meeting expenses. £5,100 was paid in the year to the auditors in respect of audit services (2019: £4,740). Two trustees were reimbursed for travel expenses totalling £275 (2019: £1,598 for four trustees) and there were meeting expenses of nil (2019: £715). Legal fees incurred during the year amounted to £nil (2019: £4,745).

7. STAFF COSTS

Staff costs during the year were:	Total 2020	Total 2019
Staff salaries	1,355,070	889,152
Social security costs	130,703	89,353
Employers pension contributions	63,465	31,812
Total costs	1,549,238	1,010,317
	Number	Number
The average monthly number of employees employed by the charity during the year	33	21
Number of volunteers	348	172
Total volunteer hours provided	2,715	3,775

Higher paid employees:

The number of employees whose remuneration fell within the following bands were:	Number	Number
£60,000 - £69,999	2	1
£70,000 - £79,999	1	0
£80,000 - £89,999	1	0
£120,000 - £129,999	1	1

In addition, CALM receives a great deal of support from volunteers which is not financially accounted for in the figures above. Volunteers play a key role in the functions of CALM; further details of their contribution can be found in the trustees' report on page 23.

The key management personnel of the charity comprise, the Trustees, the Chief Executive and Operations Director/Chief Operating Officer ("COO") whose total employee benefits (including employer pension contributions) amounted to £221,875 (2018: £199,880)

There were no ex-gratia payments during the year (2019: £12,500).

8. TANGIBLE FIXED ASSETS

	Short leasehold properties	Computer equipment	Total
Cost			
At 1 April 2019	-	-	-
Additions	18,749	20,098	38,847
At 31 March 2020	18,749	20,098	38,847
Depreciation			
At 1 April 2019	-	-	-
Charge for the year	-	2,831	2,831
At 31 March 2020	-	2,831	2,831
Net book value			
At 31 March 2020	18,749	17,267	36,016
At 31 March 2019	-	-	-

9. DEBTORS

	Total 2020	Total 2019
Trade debtors	35,650	24,804
Prepayments and accrued income	174,293	118,722
Other debtors	69,835	40,917
	279,778	184,443

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Total 2020	Total 2019
Trade creditors	129,420	111,398
Deferred income	359,327	133,002
Income tax and social security	55,434	29,877
Accruals	75,582	35,059
	619,763	309,336

Deferred income, which is restricted, consists of income deferred to the following year, when the expenditure to which the income relates will be incurred. The deferred income above is for the helpline technology development, webchat and volunteer programme.

11. UNRESTRICTED FUNDS

General Fund:	Total 2020	Total 2019
Balance brought forward	1,986,956	773,070
Income	5,693,078	3,709,933
Expenditure	(3,950,609)	(2,496,047)
Balance carried forward	3,729,425	1,986,956

Unrestricted funds are a general reserve which are free funds of the charity and are not designated for particular purposes.

12. RESTRICTED FUNDS

Fund Name	Balance at 1 April 2019	Income	Expenditure	Balance at 31 March 2020
Helpline and webchat service provision	-	106,126	106,126	-
Helpline technology development	-	94,575	94,575	-
Support to young men at risk of suicide	-	54,659	54,669	-
Support after suicide partnership	-	135,735	135,735	-
Collectives	-	40,000	40,000	-
	-	431,095	431,095	-
Gifts in Kind				
PR support and campaigning	-	352,700	352,700	-
	-	783,805	783,805	-

Helpline and webchat service provision fund is for the funding of the helpline and webchat service and is restricted to covering the costs from the external provider.

Helpline Technology Development fund is for the delivery of Project RIO, focussing on improving our webchat service with innovative technology.

Support to young men at risk of suicide fund covers expenditure on staffing and programme costs to deliver CALM's at high risk work (previously termed engagement and outreach).

Support After Suicide Partnership covers expenditure of an organisation of the same name. Hosted by CALM (until January 2020), that brings together charities related to bereavement by suicide to share resources, expertise and best practice. CALM is one of these organisations.

Collectives fund covers expenditure for the delivery of the scoping work of the new Collectives product. Collectives promote positive wellbeing by bringing people together with shared interests.

PR support and campaigning was for goods and services received for PR support, placing, design and production on campaigns, messaging guidance, reporting and measurement.

13. RELATED PARTY TRANSACTIONS

In 2020 there were:

- Legal expenses of £765 (2019: £600) charged by Simons Muirhead & Burton, of which Richard Baskind (Trustee) is a partner.
- Gifts in kind of £nil (2019: £25,000) for campaign ideation, design and production from adam&eveDDB, of which, Will Grundy (Trustee) is a senior planner.
- Consultancy expenses relating to the collectives team of £10,000 (2019: £nil) charged by Marcus Chapman, a Trustee.

CALM is a member of the National Suicide Prevention Alliance ("NSPA"). Grants were received from the James Wentworth Stanley Memorial Fund, the NHS and The Matthew Elvidge Trust, who are also members of the NSPA. A donation was received from Hamish Elvidge who is a trustee of The Matthew Elvidge Trust. The Support After Suicide Project Manager is based in the CALM office and CALM employs and covers the costs of the post that are not covered by grants.

14. PROVISIONS AND FINANCIAL COMMITMENTS

Total non-cancellable commitments under operating leases expiring:	2020	2019
In less than one year	108,775	9,300
Between two to five years	470,700	-
	<u>579,475</u>	<u>9,300</u>

15. POST BALANCE SHEET EVENT

Since the time period covering these accounts but prior to their release the impact of the coronavirus pandemic has caused significant disruption to CALM's charitable activities and fundraising efforts. CALM has, at all times, followed government advice to safeguard over our staff, volunteers and beneficiaries. This has meant the cancellation of activities and the cancellation of third party fundraising events such as the Brighton Marathon. CALM has accessed the support available through the use of the furlough scheme where appropriate. CALM is continuing to adapt with the implementation of new strategic and tactical plans; this, together with the available reserves, is deemed to be sufficient to manage the uncertainty caused by the pandemic.

**CAMPAIGN AGAINST LIVING MISERABLY
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 MARCH 2020

COMPANY NUMBER: 05378928 (ENGLAND AND WALES)
CHARITY NUMBER: 1110621 (ENGLAND AND WALES)
CHARITY NUMBER: SCO44347 (SCOTLAND)

**CAMPAIGN
AGAINST
LIVING
MISERABLY**

CALM