

COMPANY NUMBER: 05378928 (England and Wales)  
CHARITY NUMBER: 1110621

**CAMPAIGN AGAINST LIVING MISERABLY**  
(A COMPANY LIMITED BY GUARANTEE)

**REPORT & FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 31 MARCH 2010

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

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**for the year ended 31 March 2010**

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**LEGAL AND ADMINISTRATIVE INFORMATION**  
**for the year ended 31 March 2010**

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**DIRECTORS**

Dr Elaine Church (Chairman)  
Janet Finucane  
David Sweeney  
Maggie Day  
Aimee Luther  
Indra Morris

**TRUSTEES**

Dr Elaine Church (Chairman)  
Janet Finucane  
David Sweeney  
Maggie Day  
Aimee Luther  
Indra Morris

**CHARITY CHIEF EXECUTIVE**

Jane Powell

**REGISTERED OFFICE**

The Copper Room  
Deva Centre  
Trinity Way  
Salford M3 7BG

**ACCOUNTANTS**

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

**BANKERS**

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

**LEGAL ADVISORS**

DWF Solicitors  
Centurion House  
129 Deansgate  
Manchester  
M3 3AA

**TRUSTEES' REPORT**  
**for the year ended 31 March 2010**

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**Structure, Governance and Management**

**Nature of governing document / how constituted etc**

The Company was incorporated on 28 July 2005 via Memorandum and Articles of Association as a company limited by guarantee and not having share capital.

**Methods for recruitment and appointment of trustees**

The trustees are recruited as and when required

**Organisational Structure**

The charity has a Management Committee made up of members who meet on a regular basis and are responsible for the strategic direction and policy of the charity.

The delegation of the day to day responsibility for the running of the organisation rests with the National Director Jane Powell.

**Objectives and Activities**

The charities objectives are: the preservation and protection and improvement of mental health and well-being amongst young persons in England and Wales by offering but not limited to the use of support services, counseling, 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 through but not limited to the advancement of health education and public awareness relating to young people's mental health issues.

The Charity runs a web-site targeted at men aged between 15 and 35. Within our 'CALMzones', areas where CALM works in collaboration with local health agencies, callers are able to access information about local services available to them. The charity runs a helpline, currently operating 4 days a week, 5pm until midnight, and a website where articles and details of issues of concern to young men, and of agencies offering help, can be found. These services are supported by marketing both directly to young men and to the general public. The information message to young men is that it is OK, and strong, to talk. The message aimed at the general public is about the sheer scale of suicide among young men.

**Achievements and Performance**

This year saw grants from East Lancs, Knowlsey and Liverpool Primary Care Trusts as well as for the first time grants from the Ashden Trust, Network Rail and the Allen Lane Foundation. Continuing on from the support received in the previous year, further grants were received from the Mark McQueen Foundation and East Lancs Big Lottery Well Being.

During this financial year CALM received over 7,800 calls to the line. The strike rate (how easy it is to get through), stands at 81%. CALM receives calls from across the UK, including a significant amount from Northern Ireland, Wales and Scotland, and from those areas where we operate a CALMzone, i.e. Merseyside and East Lancashire.

Awareness of CALM has risen from 3% to 18% in our E Lancs CALMzone since our launch, a fantastic achievement by our two local part-time staff, who've also secured excellent local press coverage, and whose presentations and in the local colleges and clubs have been well received by the students.

In our Merseyside CALMzone. Developments include promotion at multiple college and university sites, links with local football team AFC Liverpool, partnerships with 2 national music events and presenting at a Student Mental Health & Wellbeing conference. In addition we have begun to work with all the PCTs across the Merseyside & Cheshire region to bring together suicide audit data to inform practice locally.

The Board is concerned that incoming funds were down on the previous year and expenses were up. This is unsustainable and we are currently reviewing the objectives, direction and future activities of Calm.

## **TRUSTEES' REPORT**

### **for the year ended 31 March 2010**

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#### **Investment Policy**

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 most of the charity's funds are to be spent in the short term, which leaves no funds for long term investment. The trustees, having regard to the liquidity requirements of operating the charity, have maintained a policy of keeping funds in an interest bearing deposit account.

#### **Reserves Policy**

The unrestricted, uncommitted funds generated this year were £(49,843) (2009 - £61,999). The reserves policy is still being developed in line with our future activities. It is anticipated that a target of reserves amounting to at least twice the working capital requirements of the charity will be set.

#### **Risk Management**

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

#### **Statement of Directors and 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;
- 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 departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 1985. 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.

#### **Companies Act 2006**

This report has been prepared in accordance with the special provisions relating to small companies within Part VII of the Companies Act 2006.

This report was approved by the board on 22 September 2010

**E Church – Director, Chair of Trustees**

**Independent examiners' report on the accounts  
to the Trustees of Campaign Against Living Miserably**

I report on the accounts of the company for the year ended 31 March 2010, which are set out on pages 5 to 10.

**Respective responsibilities of the trustees and independent examiners**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (The Act), as amended by section 28 of the Charities Act 2006) and that an independent examination is needed. The charity is required by company law to prepare accrued accounts and I am qualified to undertake the examination by being a qualified member of the Institute of chartered accountants in England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts (under section 43 of the 1993 Act, as amended);
- follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the 1993 Act, as amended); and
- state whether particular matters have come to our attention.

**Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

**Independent examiners' statement**

In connection with my examination no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the trustees have not met the requirements to ensure that:

- proper accounting records are kept (in accordance with section 41 of the Act); and
- accounts are prepared which accord with the accounting records and comply with the accounting requirements of the Act; and
- which are consistent with the methods and principles of the statement of Recommended Practice: Accounting and Reporting by Charities.

(2) which, in my opinion, attention should be drawn to in order to enable a proper understanding of the accounts to be reached.



Mr C Poston FCA  
Royce Peeling Green Limited  
The Copper Room  
Deva Centre  
Manchester  
22 September 2010

**STATEMENT OF FINANCIAL ACTIVITIES  
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)  
for the year ended 31 March 2010**

	Notes	Unrestricted funds £	Restricted funds £	Totals 2010 £	Totals 2009 £
<b>Incoming resources</b>	<b>3</b>				
Donations		15,524	498	16,022	24,065
Grants received		27,983	133,934	161,917	221,777
Fundraising Activities		41,911	-	41,911	20,564
Investment Income		221	-	221	582
<b>Total incoming resources</b>		<b>85,639</b>	<b>134,432</b>	<b>220,071</b>	<b>266,988</b>
<b>Costs of generating funds</b>	<b>4</b>				
Fundraising costs		24,375	-	24,375	15,906
Charitable activities		109,769	107,041	216,810	145,606
Governance costs		1,338	-	1,338	4,605
<b>Total resources expended</b>		<b>135,482</b>	<b>107,041</b>	<b>242,523</b>	<b>166,117</b>
<b>Net incoming resources before Transfers</b>		<b>(49,843)</b>	<b>27,391</b>	<b>(22,452)</b>	<b>100,871</b>
<b>Gross transfer between funds</b>		-	-	-	-
<b>Net incoming resources before other recognised gains/(losses)</b>		<b>(49,843)</b>	<b>27,391</b>	<b>(22,452)</b>	<b>100,871</b>
<b>Other recognised gains/(losses)</b>					
Gains or losses on revaluation of fixed assets for the charity's own use		-	-	-	-
Gains or losses on investment assets		-	-	-	-
<b>Net movements in funds</b>		<b>(49,843)</b>	<b>27,391</b>	<b>(22,452)</b>	<b>100,871</b>
<b>Total funds brought forward</b>		<b>66,302</b>	<b>62,609</b>	<b>128,911</b>	<b>28,040</b>
<b>Total funds carried forward</b>		<b>16,459</b>	<b>90,000</b>	<b>106,459</b>	<b>128,911</b>

**BALANCE SHEET**  
for the year ended 31 March 2010

	Notes	Unrestricted funds £	Restricted income funds £	Totals 2010 £	Totals 2009 £
<b>CURRENT ASSETS:</b>					
Accrued Income		-	6,000	6,000	-
Cash at bank and in hand		35,542	86,133	121,675	138,567
<b>CREDITORS: amounts falling due within one year</b>	<b>6</b>	<b>(19,083)</b>	<b>(2,133)</b>	<b>(21,216)</b>	<b>(9,656)</b>
<b>NET ASSETS</b>		<b>16,459</b>	<b>90,000</b>	<b>106,459</b>	<b>128,911</b>
<b>Funds of the Charity</b>					
<b>Unrestricted funds</b>	<b>8</b>	<b>16,459</b>	<b>-</b>	<b>16,459</b>	<b>66,302</b>
<b>Restricted income funds</b>	<b>8</b>	<b>-</b>	<b>90,000</b>	<b>90,000</b>	<b>62,609</b>
<b>TOTAL FUNDS</b>		<b>16,459</b>	<b>90,000</b>	<b>106,459</b>	<b>128,911</b>

The financial statements on pages 5 to 10 were approved by the trustees on 22 September 2010 and signed on their behalf by:

**E Church**  
Director, Chair of Trustees



**NOTES TO THE ACCOUNTS**  
**for the year ended 31 March 2010**

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**1. BASIS OF PREPARATION**

These accounts have been prepared on the basis of historic cost (except that investments are shown at market value) in accordance with Accounting and Reporting by Charities – Statement of Recommended Practice (SORP 2005) and with the Charities Act 1993.

**2. ACCOUNTING POLICIES**

**Company status**

The charity is a company limited by guarantee. The members of the company are the trustees named on page 2. 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 cost 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 are virtually certain they will receive the resources and the monetary value can be measured with sufficient reliability.

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 and donations are only included in the SoFA when the charity has unconditional entitlement to the resources

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

**Gifts in kind**

Gifts in kind for use or distribution by the charity are valued at the estimated market value and accounted for as income with a corresponding expenditure item of equivalent value at the time of use or transfer to beneficiaries. Gifts of new and second hand goods and sold by subsequent auction or raffle are accounted for as income at amounts realised at the time of sale.

**NOTES TO THE ACCOUNTS**  
for the year ended 31 March 2010

**Expenditure and liabilities**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

Governance costs include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, e.g. allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Fund raising costs are those incurred raising income for the charity through events and promotions. Management and administration costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

**3. ANALYSIS OF INCOMING RESOURCES**

	Analysis	2010 £	2009 £
<b>Donations</b>		<b>16,022</b>	<b>24,065</b>
<b>Grants</b>			
	Knowlsey PCT	5,000	-
	Liverpool PCT	32,883	-
	NHS North West	5,000	-
	Ashden Trust	15,000	-
	Network Rail	35,000	-
	Allen Lane	10,000	-
	Dept of Health S64	-	66,500
	East Lancs PCT	19,784	31,778
	James Wentworth-Stanley Memorial Fund	-	28,000
	Mark McQueen Foundation	16,923	35,000
	Mike Farrer Self Care Challenge	-	10,000
	East Lancs Big Lottery Well Being	22,227	28,499
	Merseyside PCT – Helpline	-	12,000
	Mental Health Helpline Partnership	-	10,000
		<b>161,917</b>	<b>221,777</b>
<b>Fundraising Activities</b>			
	Events & sponsorship	-	725
	Online donations/fundraising	41,911	15,707
	Texting/online appeal	-	4,132
		<b>41,911</b>	<b>20,564</b>
<b>Investment income</b>	Bank Interest	<b>221</b>	<b>582</b>

**NOTES TO THE ACCOUNTS**  
for the year ended 31 March 2010

**4. ANALYSIS OF RESOURCES EXPENDED**

		Analysis	2010 £	2009 £
<b>Fundraising costs</b>	Fundraising		18,424	6,246
	Marketing, Comms & Event		681	886
	Production		5,270	1,678
	Support costs		-	7,096
			<b>24,375</b>	<b>15,906</b>
<b>Charitable activities</b>	Service Provision and Promotion		<b>216,810</b>	<b>145,606</b>
<b>Governance costs</b>	Audit costs		1,058	1,058
	Support costs		280	3,547
			<b>1,338</b>	<b>4,605</b>

**5. DETAILS OF CERTAIN ITEMS OF EXPENDITURE**

**Trustee expenses**

The charity made the following payments or reimbursements of out of pocket expenses to trustees:

	2010	2009
Number of trustees who were paid expenses	3	-
Nature of the expenses	Travel and subsistence	-
Total amount paid	£280	£nil

**Fees for examination or audit of the accounts**

	2010 £	2009 £
Independent examiner's or auditors' fees for reporting on the accounts	1,058	1,058
Other fees paid to the independent examiner or auditor	-	-

**6. CREDITORS AND ACCRUALS**

	Amounts falling due within one year		Amounts falling due after more than one year	
	2010 £	2009 £	2010 £	2009 £
Trade Creditors	20,158	8,598	-	-
Accruals and deferred income	1,058	1,058	-	-
	<b>21,216</b>	<b>9,656</b>	<b>-</b>	<b>-</b>

**NOTES TO THE ACCOUNTS**  
**for the year ended 31 March 2010**

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**7. ENDOWMENT AND RESTRICTED INCOME FUNDS**

Fund Source	Purpose
Dept of Health S64	Phone helpline and support
East Lancs PCT	Service support in East Lancs.
Mark McQueen Foundation	Office set up and staffing
Mike Farrer Self Care Challenge	Texting service
East Lancs Big Lottery Well Being	Service support in East Lancs.
Mental Health Helpline Partnership	Phone helpline
Knowlsey PCT	Football sponsorship
Liverpool PCT	Phone helpline and support
NHS North West	Mental health improvement programme
Ashden Trust	Service manager costs
Network Rail	Website development
Allen Lane Foundation	Marketing manager costs

**8. STATEMENT OF FUNDS**

	At 1 April 2009	Income	Expenditure	At 31 March 2010
	£	£	£	£
General Reserve	66,302	85,639	(135,482)	16,459
Total restricted funds	62,609	134,432	(107,041)	90,000
Total Funds	<u>128,911</u>	<u>220,071</u>	<u>242,523</u>	<u>106,459</u>

The General Reserve represents the free funds of the charity, which are not designated for particular purposes.