



CAMPAIN
AGAINST
LIVING
MISERABLY
ANNUAL
REPORT

THE SILENCE IS KILLING US

Suicide is the single biggest killer
of young men in London.
We need to start talking.

Get support, ring

0808 802 5858

It's free, confidential & anonymous.

Or text

07537 404717

Start the first text with CALM1.

CALM doesn't charge,
though your network might.

Help us stop male suicide. Support us at thecalmzone.net/support



CONTENTS

Page	Description
4	Directors & Trustees
5	Objectives & Activities—Achievements & Performance
6	Helpline
7	Website & CALMzine
8	London
9	Support & Thirty One Songs
10	Merseyside
11	E Lancs, Thank You
12	Policies, Responsibilities & Management
13	Independent Examiner's Report on the Accounts
14	Statement of Financial Activities (incorporating an Income & Expenditure Account) for the Year Ended 31 March 2012
15	Balance Sheet for the Year Ended 31 March 2012
16-19	Notes to the Accounts for the Year Ended 31 March 2012
20	CALM Print Ad

DIRECTORS & TRUSTEES

DIRECTORS / TRUSTEES

Ajax Scott, Chairman
Dr Elaine Church
Janet Finucane, resigned May '11
David Sweeney
Maggie Day
Aimee Luther
Indra Morris
Tony Ereira, Treasurer
David Farquharson, appointed Oct '12

CHARITY CHIEF EXECUTIVE

Jane Powell

REGISTERED OFFICE

& ACCOUNTANTS

Royce Peeling Green Limited
The Copper Room
Deva Centre, Trinity Way
Manchester, M3 7BG

BANKERS

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

Trustee Development

Ajax Scott took over as the chair of trustees at the start of 2011, replacing Elaine Church who had served as chair since March 2006. During the period in question we have carried out a review of the areas of skill and experience represented on our board and have identified areas where we want to develop further strength with the recruitment of new trustees. This process began to bear fruit with the appointment of an additional trustee after the year end.

CAMPAIGN AGAINST LIVING MISERABLY, CALM, A COMPANY LIMITED BY GUARANTEE.
REPORT & FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2012, COMPANY
No.: 05378928 (England & Wales), CHARITY No. 1110621, prepared by Royce Peeling Green
Ltd, Chartered Accountants & Registered Auditors, The Copper Room, Deva Centre, Trinity Way,
Manchester, M3 7BG.

OBJECTIVES & ACTIVITIES

The charity's objectives are, and it provides public benefit by:

- the reduction of suicide by young men in England and Wales;
- the preservation and improvement of mental health and well-being among young men in England and Wales.

The charity seeks to achieve these objectives in a variety of ways including:

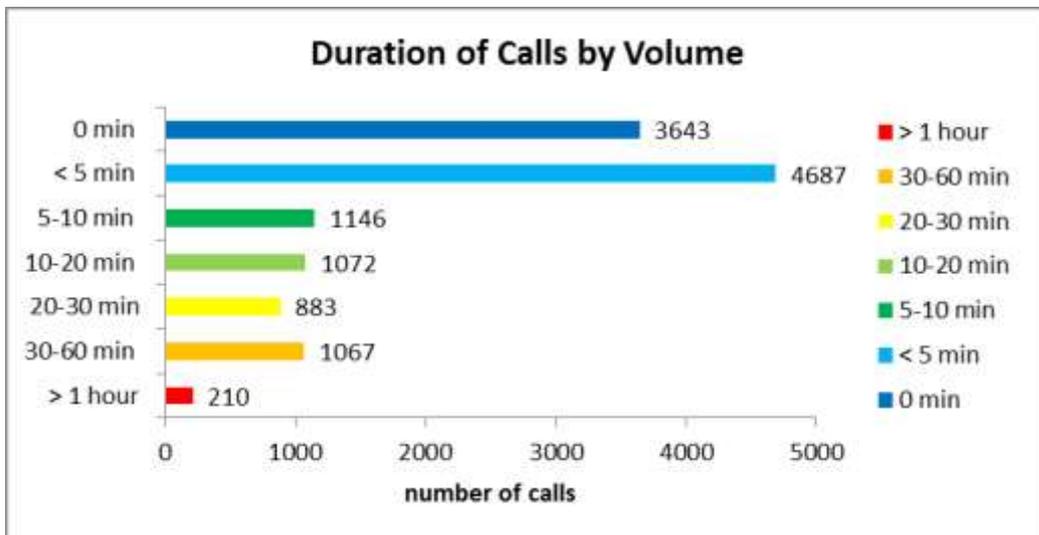
- offering support services and information about depression and/or crisis management in whatever form is deemed most appropriate at that time;
- highlighting the services that are on offer to young men elsewhere so that they are more accessible;
- promoting wider health education and public awareness around the mental health issues affecting young men with a particular emphasis on suicide.

The key information message to young men is that it is OK to talk about what is affecting them – in fact talking is a sign of strength rather than weakness. The wider message to the general public is that suicide is the single largest killer of young men – but that it is never an inevitability.

ACHIEVEMENTS & PERFORMANCE

The year to the end of March 2012 has been a period of significant change for CALM. Much of this was initiated in the previous year, when we began the process of reviewing all our services including our website, magazine and helpline. But the period in question was when this process really began to bear fruit.

Following a total overhaul of our website in October 2010, made possible by a grant from Network Rail, the site came into its own in 2011. The 10th anniversary of CALM in Merseyside in 2010 prompted a review of suicides locally, and it was with some considerable satisfaction that we noted the drop, year-on-year, in young male suicide there over that decade. Merseyside CALM celebrated by bringing out a book on CALM's achievements locally. Meanwhile we reopened the national office in London in January 2011. This went from just one full-time member of staff (the Director) to three, creating a strong foundation for further growth in the months and years ahead.



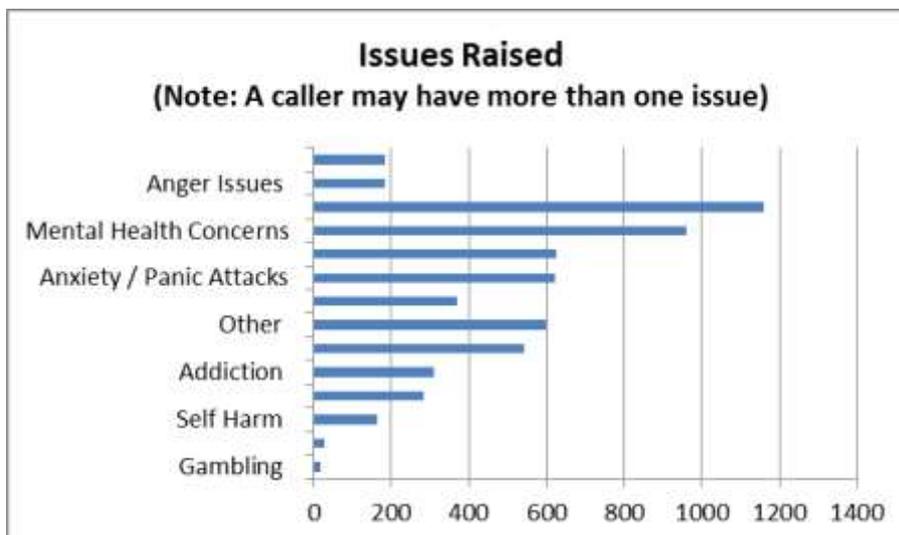
HELPLINE

CALM has always paid for helpline staff, with the same company managing the helpline since 1997. Following a review and a retender process SJ Helplines, a new Community Interest Company, won the contract to handle CALM's calls and took over the service in June 2011.

The helpline service started the year supported by Comic Relief with a fairly low level capacity. However, thanks to a grant from the Henry Smith Charity, and funding from London commissioners and City Bridge Trust, our capacity was transformed by the start of 2012.

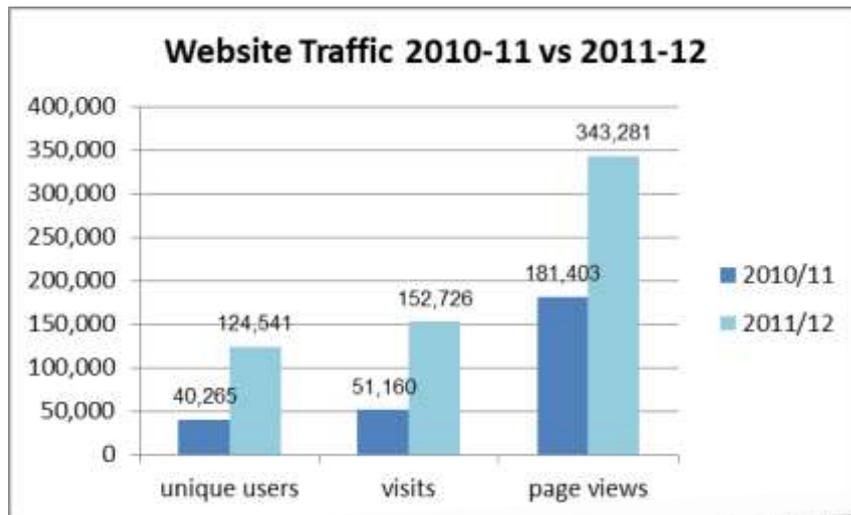
Between 1st April 2011 and 31st March 2012 the helpline received 13,534 calls and texts. At the start of the period the ratio of silent vs non-silent calls was high with 69% of silent calls. However, with the new helpline provider taking over, this was reversed so that by the end of March 2012 only 31% of calls were silent.

Our strike rate – the ability of people getting through to talk to someone during opening hours – also improved thanks to our increased capacity. On the national number this stood at 63% at the start of the year and had risen to 78% by the end of the year. Meanwhile for the London helpline it stood at 82%. 100% of texts were responded to.



WEBSITE

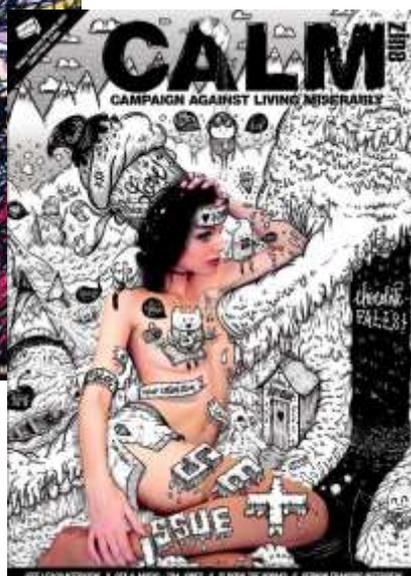
CALM's website, relaunched in October 2010, has gained momentum throughout this year. Initially it was edited by volunteers. Now, however, with a paid member of staff pulling in content from people across the UK who want to write for CALM, it has really started to take off. The numbers speak for themselves - see below. Meanwhile the quality of the content was recognised when the website was shortlisted for a Mind Media award in 2011, so clearly we've been doing something right.



WWW.THECALMZONE.NET

CALMZINE

Topman's continued support for CALM continued during this period, with the high street retailer stocking Reset, our bi-monthly magazine targeting 15-24 year old men, in stores in Manchester, Merseyside and London. During the year we reviewed the magazine, and re-launched it under its original title of the CALMzine to coincide with the launch of London CALM.



The content has continued to go from strength to strength as the title has established a strong editorial voice.

THE SILENCE IS KILLING US

Suicide is the single biggest killer of young men in London. We need to start talking.

Help us stop male suicide. Support us at thecalmzone.net/support



BMB's award-winning ad, The Silence is Killing us featuring Ashley Walters

LONDON

At the start of the financial year CALM was commissioned to promote its service in London in the PCT areas of Hammersmith, Fulham, Kensington, Chelsea and Westminster. Proposals to support this launch went in to City Bridge Trust. Once SJ Helplines had taken over the provision of our phone line service, we launched CALM in the capital with a freephone number just for London and a texting service on November 25th 2011.

Xfm DJ Eddy Temple Morris provided pivotal support for the London launch, bringing together a world-beating array of DJs for an eight-hour stint at Topman's flagship store in Oxford Street. The event was preceded by a press conference hosted by CALM patron David Baddiel, and media attention was generated through periodicals including the Evening Standard, Metro and Daily Mail as well as LBC Radio and many other internet news portals.

A billboard campaign designed by Josh Cole and ad agency BMB featured several high-profile young men including actor Ashley Walters, Fonejacker's Kayvan Novak and rapper Scroobius Pip and brought the "silence is killing us" message to dozens of sites across inner London.

The CALM takeover Topman event featured DJs Zane Lowe, Rob da Bank, The Maccabees, Huw Stephens, Eddy Temple-Morris, Pixel Fist, Kissy Sell Out, Union, Herve, Baxta, Sonny Wharton, Wideboys & Majestic, Loose Cannons, Freestylers, Dan le Sac and Huw Stephens. And what made it even more amazing was all those who jumped in and helped put together the videos, twitter, interviews and pictures to help promote the event. It was a real blast. This free CALM event received nearly 700,000 impressions through social media.



Dan le sac, Huw Stephens & Eddy Temple-Morris: CALM Takeover Topman

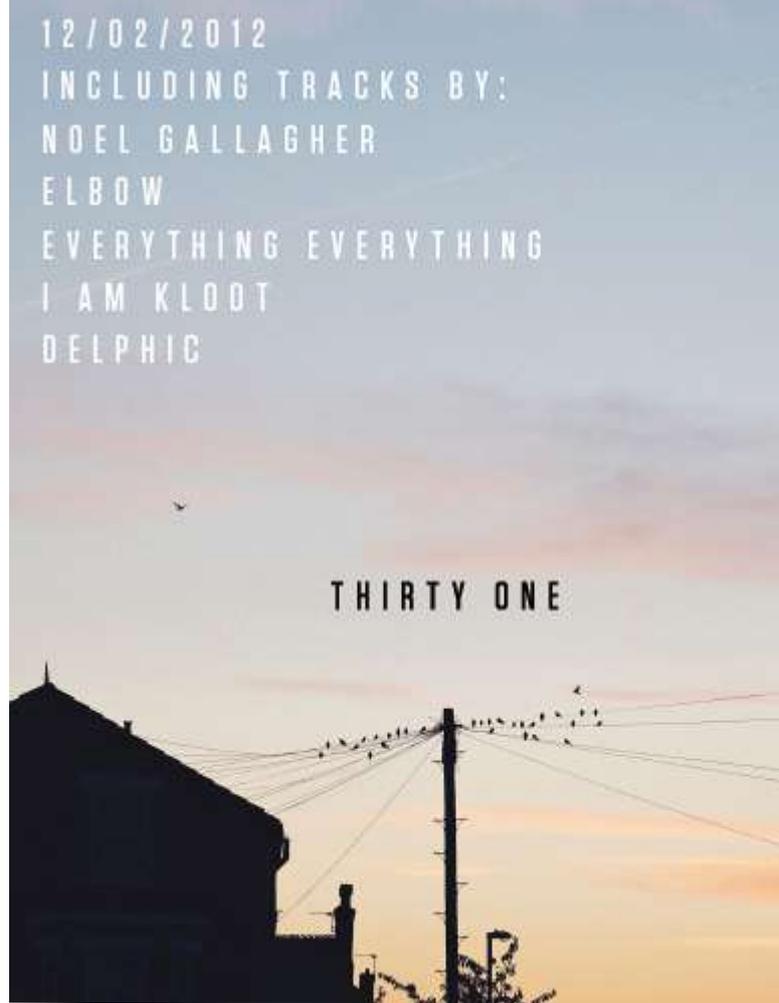


THIRTY ONE SONGS

Inspired to get the CALM helpline running seven days a week, Esther O'Callaghan from the Manchester-based Factory Foundation and local music scene veteran Dave Haslam released the Thirty One album on March 12th 2012.

This is a collection of songs by Manchester artists aiming to raise money for CALM featuring exclusive tracks from Noel Gallagher, Elbow, Everything Everything, Delphic, I Am Kloot and others. This fantastic album will be on sale for a year.

12/02/2012
INCLUDING TRACKS BY:
NOEL GALLAGHER
ELBOW
EVERYTHING EVERYTHING
I AM KLOOT
DELPHIC



SUPPORT

Public support for CALM grew again this year, with money raised across the UK through sponsored walks, swims, runs – and an epic bicycle ride 'Cycle for Steven' across Scotland, raising thousands for CALM.

Public support is now becoming an increasingly important source of income for CALM, especially in light of the budget cuts that have been impacting the traditional sources of funding for CALM's services. We welcome the on-going increase in public support but it is bittersweet: while it reflects CALM's growing profile, it also underlines how widely suicide and mental health issues continue to impact the lives of so many across the UK.

We've started actively recruiting Ambassadors this year, people pledged to promote CALM in their respective fields, including Majestic (DJ and front man for various acts), Sonny Wharton (DJ, producer and owner of @Whartone records), Philip Levine (an artist and cultural consultant), Abrantee (Choice FM radio and TV presenter), RKZ (a musician and editor of 16BARS magazine) and Claire Anstey (a novelist, presenter and voice artist).

CALM has had some excellent coverage nationally and within London during the year, with key features in various papers including the Guardian and Mirror, as well as on national and local radio (BBC4 PM programme, 5 Live, LBC).

Working with YouGov, we commissioned research into awareness of CALM and suicide in London to try and establish some baselines in terms of public awareness. We followed this research up in November 2012, and were delighted to see that awareness of CALM as a mental health charity has risen 8% in London over an 11-month period.

THE CALM CAMPAIGN ON MERSEYSIDE TEN YEARS YOUNG



MERSEYSIDE

The Merseyside CALMzone is currently funded by a partnership of five local PCTs who have a contract with local NHS provider the Liverpool Community Health Trust as part of a wider “health promotion” agreement. However, due to local and national changes to the NHS landscape, provision has been shaken up. Although this has unavoidably hampered some of our work, we continue to maximise as many opportunities as possible. We are proud to report that in the ten years that CALM has been active on Merseyside, the number of young male suicides has fallen by 55%, according to the latest ONS suicide data (2009). This resulted in some impressive press-work from BBC Radio Merseyside, local radio stations and papers as well as some news websites. In line with this we launched our own book “The CALM Campaign on Merseyside - 10 years young” in January 2012; over 100 guests came to support us from a range of creative, lifestyle and commercial businesses as well as representatives from the health industry and voluntary sector.

During the 2011 to 2012 period, we have promoted CALM and the crucial need for support for young men in a variety of ways. CALM’s presence was fully felt at many music festivals including Crosby Music festival, SNUB fest and St Helens “Vibe” Urban Music Festival. We also regularly appeared on City Talk Radio breakfast show. CALM promotional materials were also sent to all local colleges and universities, plus promoted through 5,000 locally distributed freshers packs. We recruited three teams of John Moores University Event Management students who successfully organised both fundraising and awareness raising events for CALM.



This period saw CALM become the official charity partner for the Wirral’s International Guitar festival of Great Britain. CALM has actively continued to develop the Cheshire & Merseyside Suicide Reduction Network and it was a great honour for us to host the second summit of this network on September 14th of last year in Liverpool’s Contemporary Urban Centre. This significant event brought together over 40 agencies and featured a keynote address from Professor Louis Appleby, National Clinical Director for Health and Criminal Justice.



EAST LANCS

CALM received some limited funding from the Big Lottery to promote its services in Accrington, Burnley and Pendle, which ended in 2012. While we will continue to take calls from across East Lancs (and from across the UK) we were not unfortunately in a position to continue to fund a local CALMzone coordinator, so it was with great sadness that Jamie Scahill ended his work here.

THANK YOU

Thank you to all who have supported us this year, in particular, and in no real order:-

Jamie Scahill, Danni Mather, the Henry Smith Charity, Eddy Temple-Morris, Topman, Zane Lowe, Rob Da Bank, The Maccabees, Mistajam, Kissy Sell Out, Union, Huw Stephens, Hervé, Baxta, Pixel Fist, Sonny Wharton, Wideboys & Majestic, The Freestylers, The Loose Cannons, dan le sac, Dan Taylor, Robert Kingdom, Comic Relief, Dick Carruthers, Steven Morrison & friends from the 'Cycle for Steven', BMB, Stagecoach, Wightlink, Josh Cole, Sound Advice LLP, everyone that helped at the Topman launch, City Bridge Trust, Lindsey Bezzina, Emma Insley, Jo Bruce, Kate Baker, Rachel Solomon, Alex Budenberg, Esther O'Callaghan, Dave Haslam & Danny Keehan at Factory Foundation + all the contributors to '31 Songs':, Noel Gallagher, I Am Kloot, Delphic, Jim Noir, Durutti Column, Elbow Everything Everything, Mr. Scruff, Bad Lieutenant, Barry Adamson, The Travelling Band, The Whip, No Ceremony//, Dutch Uncles, D/R/U/G/S, Jez Kerr, Murkage, Airship, Silverclub, Lonelady, Janice Graham Band, Sara Lowes, Air Cav, Plank!, Vieka, Ruby Ann Patterson, JP Cooper, Beating Wing Orchestra, From The Kites Of San Quentin, Jasper Rhodonite.

RESET
MAGAZINE
LAUNCH
PARTIES

FEB 25TH
SOUTH, MANCHESTER
DJ SETS FROM EVERYTHING EVERYTHING, DELPHIC, KID BRITISH, GARETH BROOKS, FUNKADEMIA & JANICE GRAHAM BAND (LIVE)

FEB 26TH
THE SHIPPING FORECAST, LIVERPOOL
DJ SETS FROM DELPHIC, KID BRITISH, GARETH BROOKS, FUNKADEMIA LIVE SETS FROM PICTURE BOOK, JANICE GRAHAM BAND

TICKETS FROM SKIDDLE.COM
& RESETSOCIAL.COM

PICK ME UP I'M FREE

CALM ZINE
ISSUE #02 DEC 09

DIZZEE
> GET DOWN WITH

INSIDE >

- > FROM HAZARD TO THE CALMZONE
- > FROM A STAINED BEZEL: HYDRO, T-SHIRT
- > TO BE A STIMULEY FAN
- > FILES FROM THE PIR CONCERT

PLUS *

- > HOW TO KEEP CALM THIS CHRISTMAS

WARNING! This zine contains information that is not to be shared.

c.a.l.m.

TRUSTEE REPORT cont.

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 **£37,851 (2011 - £(14,940))**. 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 Trustees' Responsibilities

The trustees (who are also directors of Campaign Against Living Miserably for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing these 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 UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company 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 15 of the Companies Act 2006.

This report was approved by the board on 26 November 2012

A Scott – Director, Chair of Trustees

INDEPENDENT EXAMINER'S 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 2012, which are set out on pages 14 to 19.

Respective responsibilities of trustees and independent examiner

The trustees (who are also the directors of the company for the purpose of company law) 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 1993 Act) and that an independent examination is needed. 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 an 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);
- follow the procedures laid down in the general Directions given by the Charity Commission (under section 43(7)(b) of the 1993 Act); and
- state whether particular matters have come to my attention.

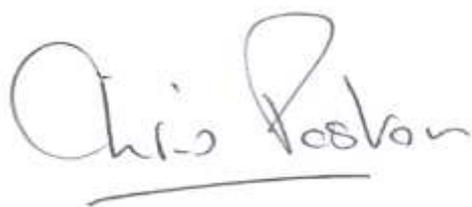
Basis of independent examiner's statement

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 requirements:
 - to keep accounting records in accordance with section 386 of the Companies Act 2006; and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and report by Charitieshave not been met; or
- (2) to which, in my opinion, attention should be drawn to in order to enable a proper understanding of the accounts to be reached.



Mr C M Poston FCA
Royce Peeling Green Limited
The Copper Room
Deva Centre
Trinity Way
Manchester

Statement of Financial Activities

(incorporating an income & expenditure account) for the year ended 31 March 2012

Notes	Unrestricted funds £	Restrict- ed funds £	Totals 2012 £	Totals 2011 £
Incoming resources 3				
Donations	31,298	30	31,328	26,839
Grants received	37,768	179,823	217,591	83,661
Fundraising Activities	57,404	-	57,404	42,492
Other income	8,250	-	8,250	-
Investment Income	194	-	194	127
Total incoming resources	134,914	179,853	314,767	153,119
Resources expended 4				
Fundraising costs	4,657	-	4,657	8,568
Charitable activities	93,187	184,300	277,487	198,390
Governance costs	1,499	-	1,499	1,702
Total resources expended	99,343	184,300	283,643	208,660
Net incoming/(outgoing) resources before transfers	35,571	(4,447)	31,124	(55,541)
Gross transfer between funds	2,280	(2,280)	-	-
Net incoming resources before other recognised gains/(losses)	37,851	(6,727)	31,124	(55,541)
Other recognised gains/(losses)				
Gains or losses on revaluation of fixed assets for the charity's own use	-	-	-	-
Gains or losses on investment assets	-	-	-	-
Net movements in funds	37,851	(6,727)	31,124	(55,541)
Total funds brought forward	1,519	49,399	50,918	106,459
Total funds carried forward	39,370	42,672	82,042	50,918

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.

BALANCE SHEET

for the year ended 31 March 2012

Notes	Unrestricted funds	Restrict- ed income funds	Totals 2012	Totals 2011
	£	£	£	£
CURRENT ASSETS:				
Accrued Income	5,600	-	5,600	19,570
Cash at bank and in hand	37,679	57,310	94,989	39,797
CREDITORS: amounts falling due within one year	6 (3,909)	(14,638)	(18,547)	(8,449)
NET ASSETS	<u>39,370</u>	<u>42,672</u>	<u>82,042</u>	<u>50,918</u>
Funds of the Charity				
Unrestricted funds	8 39,370	-	39,370	1,519
Restricted income funds	8 -	42,672	42,672	49,399
TOTAL FUNDS	<u>39,370</u>	<u>42,672</u>	<u>82,042</u>	<u>50,918</u>

For the financial year ended 31 March 2012 the company was entitled to exemption from audit under section 477 of the Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

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 26 November 2012 and signed on their behalf by:

A Scott

Director, Chair of Trustees

NOTES TO THE ACCOUNTS

for the year ended 31 March 2012

1. BASIS OF PREPARATION

The financial statements are prepared under the historic cost convention and in accordance with the Companies Act 2006 and the Statement of Recommended Practice: Accounting and Reporting by Charities issued in March 2005 (SORP 2005).

2. ACCOUNTING POLICIES

Company status

The charity is a company limited by guarantee. The members of the company are the trustees named on page 4. 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.

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.

NOTES TO THE ACCOUNTS

for the year ended 31 March 2012

3. ANALYSIS OF INCOMING RESOURCES

		2012	2011
		£	£
Donations	Donations	<u>31,328</u>	<u>26,839</u>
Grants	Westminster PCT	-	105,000
	Less: grant deferred to 2011/12	<u>98,100</u>	<u>(98,100)</u>
		98,100	6,900
	City Bridge Trust	37,500	-
	Comic Relief	25,223	25,223
	East Lancs PCT	19,784	19,784
	Liverpool PCT	17,984	23,754
	Criseren Limited	7,200	-
	The McQueen Foundation	6,000	-
	Knowsley PCT	5,800	-
	Ashton, Leigh & Wigan PCT	-	5,000
	Topman	<u>-</u>	<u>3,000</u>
		<u>217,591</u>	<u>83,661</u>
Fundraising Activities	Fundraising/sponsorship	<u>57,404</u>	<u>42,492</u>
Other income	Advertising	<u>8,250</u>	<u>-</u>
Investment income	Bank Interest	<u>194</u>	<u>127</u>

NOTES TO THE ACCOUNTS

for the year ended 31 March 2012

4. ANALYSIS OF RESOURCES EXPENDED

		Analysis	2012	2011
			£	£
Fundraising costs	Fundraising		3,977	8,292
	Marketing and advertising		680	-
	Production		-	276
			<u>4,657</u>	<u>8,568</u>
Charitable activities	Helpline provision costs		111,457	71,003
	Staff costs		59,522	42,439
	Other management, administration and support costs		106,508	84,948
			<u>277,487</u>	<u>198,390</u>
Governance costs	Audit costs		1,200	1,140
	Travel expenses		299	562
			<u>1,499</u>	<u>1,702</u>

5. DETAILS OF CERTAIN ITEMS OF EXPENDITURE

a. Trustee expenses

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

	2012	2011
Number of trustees who were paid expenses	2	5
Nature of the expenses	Travel & subsistence	
Total amount paid	£141	£562

No Trustees received any remuneration in connection with their work for the charity.

b. Fees for examination of the accounts

	2012	2011
	£	£
Independent examiner's fees for reporting on the accounts	1,200	1,140

6. CREDITORS AND ACCRUALS

	Amounts falling due within one year		Amounts falling due after more than one year	
	2012	2011	2012	2011
	£	£	£	£
Trade Creditors	18,547	8,449	-	-
	<u>18,547</u>	<u>8,449</u>	<u>-</u>	<u>-</u>

NOTES TO THE ACCOUNTS

for the year ended 31 March 2012

7. RESTRICTED INCOME FUNDS

Fund Source	Purpose
Westminster PCT (with Kensington & Chelsea, Westminster, Hammersmith & Fulham PCTs) City Bridge Trust	CALMzone provision London volunteer coordinator/service provision
Comic Relief	Service support for under 25s
East Lancs PCT	CALMzone provision
Liverpool PCT	Helpline provision
Criseren Limited	Strategic development review
The McQueen Foundation	Suicide library
Knowsley PCT	Suicide prevention conference/State of Mind rugby league project

8. STATEMENT OF FUNDS

	At 1 April 2011 £	Income £	Expendi- ture £	Trans- fers £	At 31 March 2012 £
General Reserve	1,519	134,914	(99,343)	2,280	39,370
Total restricted funds	49,399	179,853	(184,300)	(2,280)	42,672
Total Funds	<u>50,918</u>	<u>314,767</u>	<u>(283,643)</u>	<u>-</u>	<u>82,042</u>

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

9. STAFF COSTS

Staff costs during the year were:

	2012 £	2011 £
Staff costs	54,049	38,973
Social security costs	5,473	3,466
Total costs	<u>59,522</u>	<u>42,439</u>
The average monthly number of employees (full time equivalent) employed by the charity during the year was:	<u>2</u>	<u>2</u>

**balls, girls, skunk,
height, wanking, hair,
pills, ears, beards,
stress, mum, dreams,
spots, 6-pack, shit,
vodka, b.o, pricks,
dick, lads, dumped,
money, bills, trainers,
skint, tits, anger, looks,
gay, dad, gut, rep,
pain, bald, school, job,
voices, teeth, thieves,
fights, suicide.**



**Young men can talk to
CALM about anything**

0808 802 5858

Free, confidential & anonymous.

Or text

07537 404717

Please start your first text CALM. CALM don't charge,
though your network might.

Charity reg no 1110621

thecalmspace.net