

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 2011

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 2011**

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LEGAL AND ADMINISTRATIVE INFORMATION
for the year ended 31 March 2011

DIRECTORS

Ajax Scott (Chairman)
Dr Elaine Church
Janet Finucane
David Sweeney
Maggie Day
Aimee Luther
Indra Morris
Tony Ereira (Treasurer)

TRUSTEES

Ajax Scott (Chairman)
Dr Elaine Church
Janet Finucane
David Sweeney
Maggie Day
Aimee Luther
Indra Morris
Tony Ereira (Treasurer)

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 2011

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. The charity is currently exploring which areas of knowledge and expertise it would be useful to supplement with the appointment of additional new trustees.

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 charity's objective 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.

The charity is currently focused on a number of key areas of activity in order to achieve its aims. It runs a website targeting men aged between 15 and 35 (www.thecalmzone.net), which was relaunched in November (see achievements below). This offers a combination of information and advice on issues affecting young men, as well as stories and articles about how young men have dealt with and overcome the struggles in their lives. The aim is to provide inspiration as much as information in an environment where men feel comfortable enough to participate.

The charity also runs a helpline, currently operating four days a week, 5pm until midnight. This offers callers the opportunity to talk about whatever is getting them down and, when appropriate, to gain a referral on to a local or national agency that specializes in the issue(s) they have been discussing. Although anyone in the UK can call the helpline, it is only actively promoted within local CALMzones. These are geographical areas where CALM works in collaboration with local health agencies to promote the phonenumber and its wider message via local marketing and activities. During the last financial year, CALMzones operated in Merseyside and East Lancashire, although a third is due to be launched in central London in the Autumn (see below) of 2011.

Achievements and Performance

The story of the past year has been one of consolidating CALM's existing activities on a local level while also laying the groundwork for exciting expansion over the months ahead. This has meant continuing our work in local CALMzones as well as focusing in particular on the relaunch of CALM's website and the launch of our new magazine RESET.

Validation of our approach came with the release of statistics for Merseyside highlighting the extent by which suicide has fallen there since CALM launched locally. Ten years since the launch of the Merseyside CALMzone the numbers of local suicides among young men has fallen by a massive 55% (1999 – 2009), bringing the rate below the average for the North West and the rest of England and Wales. Although it is impossible to attribute this solely to CALM, a local survey showed that the charity is more likely to be contacted by a young man in distress than any other local or national agency. This is important confirmation of the value of the work that CALM does on a local level.

During the past year the Merseyside CALMzone has continued to develop its profile with partnerships with regional music events such as the Crosby Music Festival and Liverpool Sound City. It has also started to attract more ground support through increased local PR work, meaning events such as the Corporate World Cup Table Football Tournament at

TRUSTEES' REPORT for the year ended 31 March 2011

Metquarter have become a major success. Anniversary activity being lined up for Merseyside includes the publication of a book, (legal) fly posting campaigns and the hosting of a second regional Suicide Reduction Summit.

In East Lancs CALM continues to raise its local profile with partners such as Burnley College, Nelson & Colne College, Accrington College, Retro club night, Accrington Stanley FC and Burnley FC as well as numerous shops, bars and nightclubs in the area. This has continued to keep CALM in the minds of young men and offer them a place to talk and gain advice, even though staff hours have been cut to one day a week. CALM has also built a network of volunteers and supporters over the past 12 months, creating further word of mouth promotion.

While the CALMzones on Merseyside and in East Lancs are long-established, CALM will extend its local presence to London with the launch of the first London CALMzone later in 2011. Having secured backing in the year to 31 March 2011 from the PCTs in Hammersmith & Fulham, Westminster and Kensington & Chelsea, it will provide a dedicated London phonenumber service, as well as promoting local services available in the capital.

Overall during this financial year CALM received just under 13,000 calls to our phonenumber. The strike rate (how easy it is to get through), stands at 68%. Although CALM is primarily focused on serving England and Wales, the phonenumber receives calls from across the UK, including a significant amount from Northern Ireland, Wales and Scotland. We have now changed phonenumber service providers and expect to continue to develop the services offered to callers during the year ahead.

Of key importance for the future growth of CALM was the relaunch in November of our website, www.thecalmzone.net. Backed by funding from Network Rail, every aspect of the site was given a complete overhaul, with new designs and a new focus on interactivity with the CALM audience. In addition to the help and advice sections of the site, we are encouraging visitors to share their own experiences and 'reset moments', and have been bowled over by the response.

Typical of the feedback we have received from visitors are these unsolicited comments:

'Just visiting [your] website gave me a sense that I wasn't alone or unusual. I wasn't strong enough to talk. But deep down I knew that because of organisations like CALM talking was an option. And so I realised I was far from having reached a dead end.'

'Feeling unhappy is one of the most isolating feelings, one of which no-one should go through alone. CALM helps rebuild and stop tragic endings to wonderful beginnings.'

The website will provide a key platform for developing support and wider awareness in the months ahead, as well as driving fund-raising activities and donations.

Also driving wider awareness has been RESET, a free magazine distributed via leading high street brand Topman. Originally launched as a local fanzine in East Lancs, RESET launched in November last year and has so far published three issues. Unlike other men's magazines it seeks to tell it like it is for young men, offering a lively mix of features and opinion covering everything from music to health and wellbeing, with a particular emphasis on the 'reset moments' which have driven readers and famous names alike to turn their lives around.

The launch parties promoted RESET to more than 1,000 people in London, Liverpool and Manchester and featured a host of bands and DJs including Everything Everything, Mr Hudson, Dan le sac V Scroobius Pip, Kid British and Delphic. Introducing stars such as Professor Green, Everything Everything and Kid British to CALM through RESET interviews further enhanced CALM's reputation as being a cutting edge charity, while the partnership with Topman helped introduce CALM to an audience that we would have found it hard to reach and helped to boost our online presence.

The combination of on-going local activity, our new web presence and RESET have helped drive an increase in private donations. These make an important contribution to CALM's operations, but larger grants from trusts and other funding bodies still remain crucial to the charity's survival. This year CALM's continued financial existence and development was underpinned by continuing support from the East Lancs and Merseyside Trusts who contribute towards the promotion of CALM and calls received in their areas, as well as the first installment of a three-year grant from Comic Relief.

With a grant now in place to launch a London CALMzone in Westminster, Kensington & Chelsea and Hammersmith & Fulham, we are optimistic about the outlook for the year ahead and excited about the opportunities in store for CALM. Yet we are also keenly aware of the challenges we face, especially as the current economic climate makes it as tough as ever to raise financial support at a time when there is a greater demand than ever for the sort of services CALM offers.

TRUSTEES' REPORT

for the year ended 31 March 2011

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 £(14,940) (2010 - £49,843). 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 13 December 2011

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 2011, which are set out on pages 5 to 10.

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 Charities

have 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
M3 7BG
13 December 2011

**STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
for the year ended 31 March 2011**

	Notes	Unrestricted funds £	Restricted funds £	Totals 2011 £	Totals 2010 £
Incoming resources	3				
Donations		23,718	3,121	26,839	16,022
Grants received		17,984	65,677	83,661	161,917
Fundraising Activities		42,492	-	42,492	41,911
Investment Income		127	-	127	221
Total incoming resources		84,321	68,798	153,119	220,071
Resources expended	4				
Fundraising costs		8,568	-	8,568	24,375
Charitable activities		90,760	107,630	198,390	216,810
Governance costs		1,702	-	1,702	1,338
Total resources expended		101,030	107,630	208,660	242,523
Net incoming/(outgoing) resources before transfers		(16,709)	(38,832)	(55,541)	(22,452)
Gross transfer between funds		1,769	(1,769)	-	-
Net incoming resources before other recognised gains/(losses)		(14,940)	(40,601)	(55,541)	(22,452)
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		(14,940)	(40,601)	(55,541)	(22,452)
Total funds brought forward		16,459	90,000	106,459	128,911
Total funds carried forward		1,519	49,399	51,008	106,459

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 2011

	Notes	Unrestricted funds £	Restricted income funds £	Totals 2011 £	Totals 2010 £
CURRENT ASSETS:					
Accrued Income		-	19,570	19,570	6,000
Cash at bank and in hand		7,357	32,440	39,797	121,675
CREDITORS: amounts falling due within one year	6	(5,838)	(2,611)	(8,449)	(21,216)
NET ASSETS		1,519	49,399	50,918	106,459
Funds of the Charity					
Unrestricted funds	8	1,519	-	1,519	16,459
Restricted income funds	8	-	49,399	49,399	90,000
TOTAL FUNDS		1,519	49,399	50,918	106,459

For the financial year ended 31 March 2011 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 13 December 2011 and signed on their behalf by:

A Scott
Director, Chair of Trustees

NOTES TO THE ACCOUNTS
for the year ended 31 March 2011

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 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.

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.

NOTES TO THE ACCOUNTS
for the year ended 31 March 2011

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

		2011	2010
		£	£
Donations	Donations	26,839	16,022
Grants	Westminster PCT	105,000	-
	Less grant deferred to 2011/12	<u>(98,100)</u>	
		6,900	
	Comic Relief	25,223	-
	Liverpool PCT	23,754	32,983
	East Lancs PCT	19,784	19,784
	Ashton, Leigh & Wigan PCT	5,000	-
	Topman	3,000	-
	Network Rail	-	35,000
	East Lancs Big Lottery Well Being	-	22,227
	Mark McQueen Foundation	-	16,923
	Ashden Trust	-	15,000
	Allen Lane	-	10,000
	Knowlsey PCT	-	5,000
	NHS North West	-	5,000
		83,661	161,917
Fundraising Activities	Online donations/fundraising	42,492	41,911
Investment income	Bank Interest	127	221

NOTES TO THE ACCOUNTS
for the year ended 31 March 2011

4. ANALYSIS OF RESOURCES EXPENDED

		Analysis	2011 £	2010 £
Fundraising costs	Fundraising		8,292	18,424
	Marketing, Comms & Event		-	681
	Production		276	5,270
			<u>8,568</u>	<u>24,375</u>
Charitable activities	Service Provision and Promotion		<u>198,390</u>	<u>216,810</u>
Governance costs	Audit costs		1,140	1,058
	Trustees' expenses		562	280
			<u>1,702</u>	<u>1,338</u>

5. DETAILS OF CERTAIN ITEMS OF EXPENDITURE

Trustee expenses

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

	2011	2010
Number of trustees who were paid expenses	5	3
Nature of the expenses	Travel and subsistence	
Total amount paid	£562	£280

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

Fees for examination of the accounts

	2011 £	2010 £
Independent examiner's fees for reporting on the accounts	1,140	1,058

6. CREDITORS AND ACCRUALS

	Amounts falling due within one year		Amounts falling due after more than one year	
	2011 £	2010 £	2011 £	2010 £
Trade Creditors	8,449	20,158	-	-
Accruals and deferred income	-	1,058	-	-
	<u>8,449</u>	<u>21,216</u>	<u>-</u>	<u>-</u>

NOTES TO THE ACCOUNTS
for the year ended 31 March 2011

7. RESTRICTED INCOME FUNDS

Fund Source	Purpose
Wesminster PCT (with Kensington & Chelsea, Westminster, Hammersmith & Fulham PCTs)	CALMzone provision
Comic Relief	Service support for under 25s
Liverpool PCT	Helpline provision, 10 year Anniversary Book
East Lancs PCT	CALMzone provision
Ashton, Leigh & Wigan PCT	State of Mind Rugby League Project
Topman	Magazine production support

8. STATEMENT OF FUNDS

	At 1 April 2010 £	Income £	Expenditure £	Transfers £	At 31 March 2011 £
General Reserve	16,459	84,321	(101,030)	1,769	1,519
Total restricted funds	90,000	68,798	(107,630)	(1,769)	49,399
Total Funds	<u>106,459</u>	<u>153,119</u>	<u>(208,660)</u>	<u>-</u>	<u>50,918</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:

	£	£
Staff costs	38,973	57,555
Social security costs	3,466	6,056
Total Funds	<u>42,439</u>	<u>63,611</u>
The average monthly number of employees (full time equivalent) employed by the charity during the year was:	<u>2</u>	<u>3</u>