

HUGG Healing Untold Grief Groups Company Limited by Guarantee
Annual Report and Audited Financial Statements
for the financial year ended 31 December 2023

Hugh McCarthy & Associates
Chartered Accountants and Statutory Audit Firm
1st & 2nd Floor, The Mill
Greenmount Industrial Estate
Harold's Cross
Dublin 12
Ireland

Company Number: 640420
Charity Number: 20204480

HUGG Healing Untold Grief Groups Company Limited by Guarantee

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HUGG Healing Untold Grief Groups Company Limited by Guarantee REFERENCE AND ADMINISTRATIVE INFORMATION

Directors	Una Moore Ronnie O'Toole David Varian Catherine Brogan Laura McDonnell Tom Rourke (Chairman) Victoria Groom Adam Grennan (Resigned 28 th March 2023)
Company Secretary	Caroline Kirby
Chief Executive Officer	Fiona Tuomey
Charity Number	20204480
Company Registration Number	640420
Registered Office and Principal Address	13 Adelaide Road, Dublin 2
Auditors	Hugh McCarthy & Associates Chartered Accountants and Statutory Audit Firm 1st & 2nd Floor, The Mill Greenmount Industrial Estate Harold's Cross Dublin 12 Ireland
Principal Bankers	AIB Bank Stillorgan, County Dublin

HUGG Healing Untold Grief Groups Company Limited by Guarantee DIRECTORS' ANNUAL REPORT

for the financial year ended 31 December 2023

The directors present their Directors' Annual Report, combining the Directors' Report and the audited financial statements for the financial year ended 31 December 2023.

Reference and Administrative Details

The organisation is a charitable company with a registered office at 13 Adelaide Road, Dublin 2. The company's registered number is 640420. The charity has been granted charitable tax status under Sections 207 and 208 of the Taxation Consolidation Act 1997. Charity is registered with the Charities Regulatory Authority under number 20204480.

HUGG is a national suicide bereavement charity. Through our unique Peer Support Groups, telephone support line, informative website, vital research, advocacy, and public educational work, HUGG is an essential lifeline for people who have been bereaved by suicide. The support that HUGG provides is known as "postvention," which is a key part of suicide prevention. Our activities reduce risk and promote healing for people impacted after a suicide. Through being there for those who have lost someone to suicide, HUGG helps to reduce the heightened risk that the bereaved person may experience following a suicide - which it has been established is ten times higher than with the general population.

Currently we provide support groups nationwide, which are led by trained volunteers who themselves have been impacted by suicide. This lived experience provides a unique and powerful resource to the thousands of people devastated by suicide in Ireland every year.

Mission

HUGG's Mission is:

- To offer hope and healing by providing information, telephone support and local peer support groups led by volunteers with lived experience.
- To engage with suicide research, to better inform public policy and improve bereavement services.
- To collaborate with professionals and organisations in the bereavement sector to advance best practice.
- To raise public awareness about suicide bereavement and be a voice for those bereaved by suicide.
- To advocate for change in how state institutions engage with and support those bereaved by suicide.

Board Member Recruitment, Induction and Development

The Board of Directors oversees the operation of the company. By the end of 2023 there are 7 Directors on the Board. Potential new members of the Board are identified by Board members and the CEO based on the needs of the organisation and the individuals' expertise, experience and passion for change in the area of mental health and suicide bereavement and considered by the Nominations sub-committee of the Board. Board members are inducted in accordance with the organisation's induction policy and procedure, and all comply with HUGG's code of ethics for Board members. Governance training is ongoing for Board and staff members and Board members is made available for Board members on a needs basis.

Decision Making Process

Decisions on the strategic direction of the organisation and its overall governance are made by the voluntary Board of Directors with the assistance of the CEO. There is a clear line of communication between the CEO and the Board with clarity on the role of each in the governance of the organisation outlined in our policy on reporting arrangements between the CEO and the Board. The CEO provides the Board with a comprehensive update on the achievement of the strategic plan and on financial and budgetary matters.

Measures for assessing success in the reporting period

The Charity's Board of Directors use key performance indicators to assess the level of success in achieving the Charity's objectives. The CEO provides regular updates to the Board of Directors on these indicators. Assessments of the success of activities is generally measured by the level of engagements with members of our support groups; the feedback and attendances at our public information events and the number of people bereaved by suicide who contact HUGG seeking information, support and signposting to additional services.

Associations & Representative Bodies

HUGG is a Governing Member of Mental Health Reform, Ireland's leading national coalition of organisations campaigning to transform mental health and well-being supports in Ireland. The organisation is also a member of The Wheel, Ireland's national association of community and voluntary organisations, charities, and social enterprises.

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Review of Activities, Achievements and Performance 2023

Our Services

HUGG continued to adapt and evolve our services to meet the needs of those impacted by suicide and provide support, education and information services nationwide. HUGG provides a range of free support, education, and information services for people impacted by suicide in Ireland. Our Strategic Plan 2021-2023 identified 12 strategic goals to enable and support the delivery of these objectives. Achieving these goals is managed by establishing annual objectives and regularly monitoring performance. The Strategic Plan was approved by the Board of HUGG in late 2021 following an extensive and inclusive process with our key stakeholders (Volunteers, Members, Funders, the Board of Directors, service users and staff). The plan can be read on our website www.hugg.ie/huggs_strategicplan.

Continuing Impact of Covid-19 in 2023

Covid-19 had a significant global impact throughout 2020, 2021 and into 2022. The impact Covid has had on society and those impacted by suicide before and during the pandemic is still unfolding. People are living with trauma, loss and isolation from Covid. This is an additional burden for those bereaved by suicide during Covid, as they were isolated from their support networks and faced additional delays in the Coroner's inquest hearings. These impacts were reflected across our services and in additional supports requested by those attending our support groups, those stepping forward to volunteer with HUGG and those who have supported HUGG throughout 2023.

Resources at HUGG

To enable delivery of its strategy and objectives, HUGG increased the necessary resources and systems to support its growth and operations. There were new staff roles added in 2023, in finance and telephone support.

The following employees now make up the core staff of HUGG:

Fiona Tuomey – CEO

Arlene Hanratty – Marketing & Administration Officer (part time)

Marie McKeon – Groups Manager (part time)

Aoife Boyle – Groups Administrator (part-time)

Sheila Stapleton – Telephone Support (part time)

Eleanor Walsh – Telephone Support (part time)

Stephen Keating – Finance Administrator (part time)

We were unsuccessful in our endeavours to hire a Fundraiser for the team in 2023.

HUGG Support Groups

HUGG support groups are facilitated by HUGG trained Volunteers. Each volunteer has a lived experience of suicide.

By the end of 2022 HUGG had 16 Support Groups; 4 virtual, 12 in-person, and was trialing a Hybrid support group, using innovative 'Owl' technology. These new hybrid HUGG support groups offer members the opportunity to attend meetings in-person or virtually, removing barriers around transport, caring commitments, and work commitments, thereby extending the opportunity to receive suicide bereavement support regardless of geographic location.

The Rollout of Hybrid HUGG Support Groups

Following the successful testing in 2022, the rollout of the hybrid technology across HUGG groups began. In January 2023 all 48 Volunteer Group Facilitators attended in-person training to learn how to use the new technology, exchange ideas, experiences and learn new skills. Additional bespoke training was provided by the HUGG Groups Manager, which was supported by external volunteer technical expertise. By mid-2023, 12 in-person HUGG Groups had moved over to a hybrid approach.

By the end of 2023 feedback gathered from those who attended HUGG groups provided evidence that the introduction of hybrid support extended access for many bereaved people and helped lower the anxiety of some people who were attending a group for the first time in person, as virtual attendance was possible. However, a review of attendances in 2023 provided evidence that virtual attendance had not been used by the majority of members who had joined a support group prior to the introduction of the new technology.

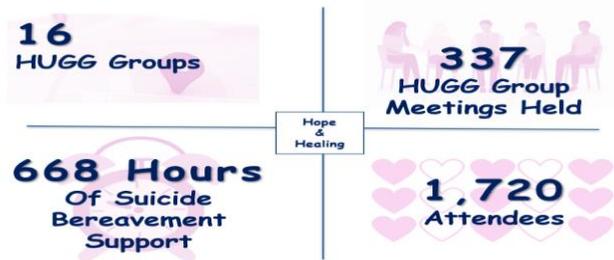
A benefit of the hybrid groups to our volunteers was that it enabled flexibility in the provision of support where we have a limited number of volunteers, enabling a 2nd or 3rd volunteer to facilitate their support group virtually. This approach worked well, when necessary. We are continuously reviewing our services and will continue to shape our support services to meet the needs of its users, based on feedback from our volunteers and those attending our support groups.

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New HUGG Groups

Two HUGG Virtual Support Groups merged during 2023 accommodating changing demands as the country moved on from the COVID-19 pandemic. A new hybrid HUGG group launched in West-Cork, HUGG Meath/Louth was replaced with HUGG Louth and the meeting location moved to Louth to meet regional demands and feedback from the community. HUGG ended 2023 with 16 Support Groups; 3 virtual, 12 hybrid and 1 in-person only group.



Adapting to a Changing Volunteering Landscape

HUGG is a volunteer led organisation. Our volunteers are our most precious resource. Overall 2023 was a challenging year for volunteer recruitment and retention across the charity sector. In the wake of the COVID-19 pandemic, the volunteering landscape altered significantly. To facilitate HUGG to continue to meet the needs of the population, we considered ways in which we could adapt our volunteer recruitment.

In 2023 we created new opportunities for volunteers while continuing to value our current volunteers. We opened up the opportunity to launch monthly HUGG support groups initially with only 2 trained volunteers responsible for the group. The aim is in time monthly support groups will transition to bi-weekly support groups, enabling flexibility for existing volunteers and meeting the needs of HUGG group members.

In HUGG, time and resources, volunteer recruitment and attrition rates impact on the safe delivery of our existing support groups and the expansion of our services. We are conscious that every volunteer who steps forward to train with HUGG is supported and emotionally ready for this difficult but empowering work. HUGG's volunteer recruitment process is volunteer centered, and embedded with self-care practices. We pride ourselves on the high-quality training provided to our Volunteers which ensures that they are fully prepared for their roles. HUGG Group Volunteer Facilitator training is delivered virtually by 3 trainers over a 12.5 hour programme. Additional training is available to every volunteer through the National Office for Suicide Prevention's range of education and training initiatives.

By the end of 2023, 12 HUGG Group Volunteer Facilitators had retired, and a total of 31 people completed HUGG training, including staff who can substitute for volunteers in HUGG support groups when needed. We ended 2023 with a cohort of 49 HUGG Volunteers.

Year-round Support for HUGG Volunteers

Our team of Volunteers are the backbone of the organisation and ensuring their safety and wellbeing is of vital importance to HUGG. We work closely with our volunteers to ensure that everyone feels supported in their role. This includes the completion of mandatory HUGG training, year-round opportunities for refresher training with HUGG both in-person and online, and external training opportunities to develop the volunteer's facilitation skills and widen their knowledge around suicide bereavement.



We hold an annual volunteer appreciation event each year which offers volunteers an opportunity to attend refresher training, connect and bond with their peers, hear updates on the organisation from our CEO, meet the Board members and practise self-care. We also provide regular one-to-one check-ins from the HUGG Groups Manager, a volunteer WhatsApp group which keeps volunteers connected; we provide self-care workshops, and external clinical support.



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Looking Ahead

Our aim in 2024 is to maintain a base of up to 50 active HUGG Group Volunteer Facilitators to ensure we can deliver on our objectives and mitigate against expected rates of Volunteer attrition throughout the year. We are aiming to grow a new base of volunteers focused on raising awareness of the services we provide – HUGG Champions.

HUGG Telephone Support

HUGG's Telephone Support is provided Monday – Friday, between 9am and 5.30pm. There are two part-time members of HUGG staff who deliver this service to those who contact us. There are several ways to contact HUGG; by phone where callers leave a message on our monitored telephone line and receive a call back within 48 hours. By email to support@hugg.ie and receive a call back from Telephone Support. Or the completion of a "Join A HUGG Group" (JAG) form on our website, which also results in a call from one of our telephone support staff.

New Enquiries

In 2023, we received 225 calls to our monitored answering machine (compared to 283 in 2022), and a total of 450 'Join A Group' forms were completed (465 in 2022). This resulted in 675 telephone calls to those looking for information, support or signposting to additional bereavement services.

Of the 450 Join A Group forms registered, 163 came through visitors to www.hugg.ie with the rest coming from GP referrals, social media and family/friends. The key locations of enquiries were from Dublin (149), Cork (62), Limerick (30), and Kildare (26).

The reported age of loved ones at age of death saw the majority in the age bracket of 31-50 years (172), followed by 16-30 years (129), over 50's (120), and 12 were under 16 years. The most prominent relationship reported to us of loss was from those that lost a brother (88), son (58), father (52) and a spouse (48). Other relationship losses included friends, sisters, daughters, nieces/nephews, cousins, grandparents, grandchildren, partners, and ex-spouses.

Of the 450 Join A Group forms completed, a total of 307 requested to join a HUGG support group (312 in 2022). The key elements of support that were offered by HUGG Telephone Support included:

- Connecting and listening to those bereaved
- Providing information on what HUGG groups were available, and what to expect at a HUGG group
- Signposting to other organisations within Ireland and on occasion, to support services available outside of Ireland (e.g. NI, UK, Australia).
- Signposting to resources available on www.HUGG.ie
- Advise of the HSE You Are Not Alone booklet, emailing a copy when necessary
- Referrals to the Pieta Suicide Bereavement Support service
- Providing Crisis intervention – in line with ASIST guidelines for suicide first aid.
- Advising of HUGG events locally and nationally (e.g. Finding Hope and Healing after Suicide).

Callers told us how grateful they were for the opportunity to speak to someone, to be listened to and know that support is available to them. It was important to them to connect with others with a shared experience of suicide loss.

Additional Telephone Support for HUGG Group Members

Follow up calls to existing HUGG group members took place and were a key part of our services in 2023. Every person attending a group for the first time was called to check on wellbeing. In addition we provided additional emotional support across a wide range of concerns expressed by HUGG group attendees. These included signposting to services for children; addressing difficult family dynamics, specific supports for those in the farming community, financial supports and questions.

"The Telephone Supporter was most receptive to what I was saying, the call was relaxed, and did not try to hurry me up. I could feel that there was genuine compassion and helpfulness on her part. I felt a kindred spirit, I am happy I phoned HUGG and felt I could phone again for support in dealing with my brother's death by suicide."

Raising Our Funds

HUGG's services are offered to the public free of charge. As we receive less than 33% in State funding, it is necessary to maintain a robust fundraising function to ensure we can continue to meet the needs of our service users, and to provide the capacity to develop our services in line with the needs of current and future service users.

In 2023 the Board established a Funding Sub-Committee, whose initial role was to recruit a Fundraising Consultancy to develop a fundraising strategy for HUGG, to enable us to continue to diversify sources of income to protect the sustainability of the organisation. A total of three consultants were interviewed on foot of submissions to develop the strategy. In November 2023 the consultants OKC were appointed with the aim of developing a Fundraising Strategy for HUGG by February 2024.

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State income from the National Office for Suicide Prevention (NOSP) has been of significant importance for many years, whilst ongoing support from the public and our Corporate Partners provides both much-needed funding and enhanced conversation around suicide. We are thankful that the high level of support demonstrated for HUGG again in 2023, allowed us to end the year in a strong financial position.

State Income

State funding continues to play a central role in the provision of HUGG's services. In 2023, we received a total of €188,012 income through our work with regional CHO offices of the HSE, as well as from the National Office of Suicide Prevention and National Lottery funding. State funding contributed towards the significant costs of operating our Support groups, as well as enabling us to train our volunteers to facilitate our groups across Ireland, both in-person and virtually. We are immensely grateful to the HSE, NOSP and National Lottery for their continued support during 2023.

Trusts and Foundations

HUGG is most grateful for the continued support of The Care Trust. Their amazing support of €60,000 enabled us to sustain the central resources needed to manage HUGG support groups and extend our support groups around Ireland. Their support in 2023 also enabled us to host our first in person Remembrance Service, to mark World Suicide Bereavement Day and further destigmatise the grief around those bereaved by suicide. Their ongoing support has been essential to our work and we are hugely grateful to them and their supporters for their ongoing engagement to us.



Corporate Partnerships

Income generated through Corporate relationships represented a total income of €20,665 in 2023. The generosity of existing partners such as the in-kind donation of meeting rooms from Dalata Hotel Group was greatly appreciated, along with new corporate donors including Bauer Media, Eurospar Dungarvan, Gilead Sciences, Rabobank Dublin, AMS systems, Dornan Engineering and Dun Laoghaire Golf Club, Tesco, and Mercury Engineering.

We are also extremely grateful to the corporations who provided us with their expertise pro-bono, which has been essential to continuing to maintain excellence across all of our activities. In particular, to volunteers from Verizon, who provided user experience and technical expertise in redesign project for our website www.hugg.ie.

Corporate partners engage in a wide range of activities, ranging from sponsorship of HUGG events to staff fundraisers, which enhance their understanding of how to support those impacted by suicide and talk about bereavement after the death of a colleague, friend or the families of their colleagues.

We look forward to building new Corporate relationships and enabling more supportive conversations around suicide and how to support those bereaved.

Public Support

HUGG received overwhelming support from the public in 2023 via donations, fundraising activities and participation in our events. We are so grateful for both their financial support and their role in helping us to raise awareness around suicide bereavement and support for those impacted.

This year thanks to the amazing support of many individuals, communities, university groups and sports organisations who have been impacted by suicide a total of €76,252 was raised to support our work. In particular, we want to acknowledge the fundraisers Conor & Cathy McCarthy, who ran a number of marathons, including the Dublin City Marathon. Together their supporters, community and friends in Sligo, raised over an amazing €30,000 in memory of their son Ross who died by suicide earlier this year.



“We are very grateful for the support and shared understanding that we have received from HUGG. [It is] support and understanding that we know will help us cope with the immense grief and loss in the months and years ahead. The Dublin City Marathon 2023 is for you, Ross, and for HUGG” Conor McCarthy, whose son Ross died by suicide.

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Community Events

The ongoing generosity of our supporters who organise community events to raise funds for HUGG is outstanding. In 2023 a total of €24,733 was raised by people across Ireland, many whose lives have been directly impacted by suicide. This year, we invited people to take part in the Dublin City Marathon, the Cork Marathon and the VHI Mini Marathon (A number of fundraisers from the VHI Women's Mini Marathon raised a total of €12,852) we were humbled by the response and to the bravery of our runners, many who wore the names of their loved ones on our branded running tops.



Building Our Profile

The Communications function plays a number of roles within the organisation, with brand, service and fundraising objectives. On an ongoing basis, we aim to educate the public about suicide to give voice to those with a lived experience of suicide and a platform to talk about their experiences, which helps to destigmatise this grief and to achieve positive change in public attitudes and behaviour, challenge stigma, and ensure that everyone who can benefit from our services know what is available and how to access it.

Throughout 2023, we continued in our efforts to increase visibility of the organisation and engage with new and existing audiences, utilising our digital presence and content, literature, webinar series and marketing activities to promote our services, campaigns, events, and collaborations with corporate partners. In 2023, we had over 19,000 visits to the website, with 90% of those visits coming from new visitors. Our social following increased by 12% from the previous year to over 11,000. This demonstrates that awareness of HUGG is growing.

HUGG also engaged in a range of activities to raise the profile of the organisation and awareness of our programmes. The CEO and volunteers did local and national radio interviews to promote HUGG's services and to highlight their lived experience of suicide. We formed a new partnership with Embrace FARM, and reinforced existing partnerships with the Resource Officers for Suicide Prevention nationwide, the Pieta Suicide Bereavement Liaison Officers, and established stronger links with the Traveller Mental Health teams across Dublin.

We published our first e-newsletter in Q4 of 2023, which was emailed to over 1,000 subscribers. The newsletter contains stories of hope from those with a lived experience of suicide, education on specific areas of bereavement, news from our HUGG support groups and volunteers, information on events and fundraising and research opportunities. It has been really well received and we look forward to continuing to build on its early successes to further connect to our community and hope to those bereaved by suicide. HUGG's open rate was around 50% which is above the industry average of 25-35%. Our stories of hope continued to be in the most read content within the newsletter.

Public Information Events

In 2023 HUGG staff and volunteers attended 48 events across Ireland, to promote our services, extend our reach to those who have been impacted by suicide and to provide education around suicide bereavement and coping with grief. We have taken part in a wide range of public events, given presentations to NGOs and Professionals, delivered information sessions on HUGG volunteering opportunities, held workshops to improve the quality of postvention training and provided the voice of the lived experience on a number of panels to audiences dealing with bereavement in local communities.

Hope Stories

Running for Ross & hope

We lost Ross on the first of May this year, two weeks shy of his 25th birthday. And so our grief journey began. A journey we know we will both travel on for the rest of our own living days. A journey we could do without but one we will undertake together as we try to find a way to live without Ross. And as we take our first steps along that journey, we are grateful to have found HUGG and grateful for the support and shared understanding that we have received from the HUGG fraternity, support and understanding that we know will help us cope with the immense grief and loss in the months and years ahead.

[Keep Reading](#)

Navigating Grief

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Events included hosting information stands at community events around supporting mental health and wellbeing in the community, presenting to local organisations and participating in grief information events, collaborating with other bereavement charities around living with loss and presenting to statutory and non-statutory organisations over online platforms.



These events provided us with an opportunity to talk about HUGG's services, provide insight with the voice of lived experience and spread the word about supports that are available in the community. All of this work helps to destigmatise death by suicide and give hope and information those affected. With the increased awareness of HUGG's services, there has been an increased demand for our presence at events.

Our largest event was our inaugural Remembrance Service in the Unitarian Church, St Stephen's Green. This was held to mark World Suicide Bereavement Day. We came to remember all those we love who have died by suicide, to say their name and to provide support and comfort. Each speaker read a poem or reading to represent their own loss and for everyone who has also experienced that particular type of loss - remembering parents, siblings, children, partners and friends who have died by suicide. Live music and a ceremonial placing of a flower into our memorial meadow provided comfort and healing to those present. Everyone who attended in person received some wildflower seed bombs to plant in their loved one's name, as well as our "Jars of Hope" wallet card. The non-domination service was broadcast live over the Church's streaming service and was attended by 270 people. It was a beautiful, moving ceremony which we host again in 2024.



"It was a lovely event and very moving. Everything about it was respectful and comforting to know that I am not the only one dealing with the emotions involved. Thanks to all the brave speakers and the beautiful singing. It was so nice to be part of it and huge thanks to all involved in the organisation of it. It is very much appreciated."

As HUGG continues to grow, we have had to turn down opportunities to attend a number of community events. This highlighted the need for a new type of volunteer to train with HUGG in 2024 - Event Volunteers. This presents an opportunity to those who may not wish to commit to facilitating a HUGG group but would like to bring their knowledge and their lived experience to benefit the charity.

Funding from the National Lottery and local HSE CHO funds enabled us to introduce a series of unique public events around suicide bereavement. We introduced afternoons of "Coffee, Cakes & Compassionate Conversations" around grief after suicide. In 2023 we held three such events in Roscommon, Letterkenny and Cavan. The goal was to raise awareness of suicide bereavement support services available for adults, normalise suicide bereavement, and connect those impacted by suicide in the room and community.



Compassionate conversations around suicide grief

Saturday, 21st October 1-4pm
Hotel Kilmore, Cavan



FREE information event hosted on suicide grief and what supports are available.
Limited spaces. Registration required.

Psychotherapist Una Holstead @1.30pm will discuss the impact of suicide loss and grief and how to support young people to grieve and cope with their loss.

Find out more www.HUGG.ie



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We publicised the event with leaflets, local radio, and print advertising. The room was carefully arranged with round tables that held a hopeful quote from HUGG volunteers/support group members and refreshments to help create a sense of comfort and belonging. Everyone had access to information on their table, which they could take home with them, along with practical suggestions on how to find a way forward and connect with support.



At our welcome table, attendees were invited to wear a heart sticker beside their name to signify their relationship to the person they lost. Our memory meadow gave people a place to name flowers for their loved ones. This connected people visually and helped destigmatize their loss. We had an external grief expert at each event, to provide practical tools to cope with suicide loss, a lived-experience speaker provided insight into their grief journey and we introduced the supports that HUGG provides. We also invited local organisations to host stands and connect with people in the room. Feedback from the events was overwhelmingly positive.



The events were also evaluated separately by the staff, speakers, volunteers and local community groups. We also gave attendees the opportunity to provide one-word feedback about what they thought of the event and how it made them feel.



“My husband came with me and whilst it was heart-breaking just to walk into the room, we felt that people really cared and understood as soon as we were greeted at the stairs.”

Website & Social Media Channels

One of the barriers to seeking support is the lack of awareness of services and the types available and people being unsure as to where to find such information. HUGG is recognised as a strong referral pathway to all services, which is an essential part of suicide postvention services. HUGG's website is a portal of current information, research and signposting, which increases our ability to reach more people in need of postvention support.

Substantial work has been done to ensure that visitors to www.hugg.ie, are able to quickly find (1) support information for themselves (2) support information for those they may be supporting (3) accurate postvention information and research for professionals and those working within postvention. HUGG has invested considerable time and resources to carry out a user experience audit of our website to ensure that those seeking information, support or signposting can do so efficiently and effectively. This work continues, which will further enhance access to support and information to many in a cost-effective way.

This year, HUGG did a complete review of our website to:

- see how we can improve the experience for people seeking suicide bereavement information
- extend our reach to new visitors to the website
- add value to the experience of visitors with additional curated information

Considering the emotions, mindset, and motivations of visitors who have been impacted by suicide, considering their needs is critical if we want to help them find information and services that will support them on their grief journey.

We worked with a team of UX (user experience) designers and began by conducting face -to-face interviews with a small selection of people who had recently visited our website to get first-hand feedback on their experience. These included volunteers, people seeking support; corporate partners, other organisations and staff. This information informed our Empathy Map which identified our key audience groups, their expectations, pain points, and requirements. These insights have informed our new and improved site map and user journey. Our homepage will be the gateway to the rest of the content on our website and it will be immediately clear when someone arrives on our site, who we are, what we do and where they can go on the website to get the information and support they need.

We have simplified all of our online forms and made it easier to understand what happens when you sign up to join a group or offer to become a volunteer.

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We know that people who have lost a loved one to suicide have many questions and that they are seeking answers. While we may not have all the answers on our website, we can address these questions and help break the silence and stigma associated with suicide by providing evidence-based information and research alongside sharing the voices of those who have lived experience of suicide loss and grief. The HUGG website aims to become a best-in-class resource for the suicide bereaved. It is an evolving project, and we will continue to iterate and improve as we gain more insights and listen to those whose lives are torn apart by suicide and who desperately need a lifeline of hope. We hope to unveil our refreshed website in early 2024.

SEO (Search Engine Optimisation) is important to our digital strategy, and in 2023, we focused on improving our search rankings and visibility. We did keyword research to identify the key terms that people are using when they search for suicide bereavement support. This helped us ensure our website is found when people are looking for suicide bereavement support. We worked on creating relevant, keyword-rich quality content to improve our ranking along with implementing technical improvements to the site to improve search results and the user experience.

The number of links to our website signals Google to rank our website higher, and we worked on improving the quality of these links. We reached out to relevant organisations to request a link to our website and we continue to monitor and optimise the backlinks.

We received free media advertising from the Google Ad Grants programme. The aim of this advertising was to help us attract more donors, recruit more volunteers and, most importantly, raise awareness of our service so that we can reach people who need our help.

In 2023, we had over 19,000 visits to the website, with 90% of those visits coming from new visitors. This demonstrates that awareness of HUGG is growing.

Social media continues to be a key communication channel for HUGG. It is the number one source of traffic to our website. Therefore, we have increased our messaging across social media platforms to engage new followers, increase awareness of our services and encourage reposting to gain further reach and new social followers. The content has been instrumental in building awareness of our support groups and the benefits of these groups. It has given us a platform to amplify our message of 'hope and healing after suicide.'

We worked on our content strategy to grow our digital footprint. We identified key content pillars that would be of value and interest to our audience while balancing that with the 'Ask' for volunteers and donations.

We provided grief education, inspiration and self-care content because we know that the suicide bereaved are at high risk for their mental health and suicidal ideation. This channel has been key to sharing news, events, and research, all of which continue to establish HUGG as a credible, trustworthy, and reliable charity.

Meta's Ad Grants Programme provided a monthly advertising budget which was hugely beneficial to providing advertising across Facebook and Instagram. We utilised this budget between 'Always On' content promoting our HUGG support groups, recruitment of volunteers and donations and fundraising requests. The remainder of the budget is used towards specific campaigns such as HUGG suicide bereavement information events, call out for participation in research, and suicide bereavement grief education.

By the end of 2023 our total social following increased by 12% from the previous year to over 11,000.

Webinar Series

HUGG aims to deliver at least one webinar to the public around suicide bereavement, with a relevant partner organisation and/or clinician. The webinars are an opportunity to share our knowledge and expertise around suicide bereavement and provide additional tools and information for coping with loss after suicide.

This year we presented a webinar on Suicide in the Farming Community with the agricultural charity Embrace FARM and Liz Gleeson, a clinical psychotherapist and creator of the "Shapes of Grief" educational training programme. Sadly, farmers and those living in rural communities are a highly represented group in terms of death by suicide. The added complications which may follow include the unique losses felt by those in the farming and agri-community who may need additional information and support, tailored to their needs. The event was very well received, with over 100 people joining us online. We also delivered a webinar for all staff of Family Resource Centres across Ireland, to inform them of our work and the availability of support to anyone impacted by suicide in their local community.



HUGG Healing Untold Grief Groups Company Limited by Guarantee DIRECTORS' ANNUAL REPORT

for the financial year ended 31 December 2023

Collaborative Research and Dissemination

As part of our ongoing drive to bring attention to the work of the National Suicide Bereavement Survey and the initial results published in the Afterword's report in November last year, our CEO Fiona Tuomey and lead researcher with the NSRF Dr Eve Griffin, engaged in a series of public speaking engagements. In collaboration with the National Office for Suicide Prevention we developed a series of infographics to illustrate the proposed actions and interventions, which came from the Afterword's workshop, to improve postvention services in Ireland. This workshop involved discussions with a cross section of stakeholders including professionals from front line services, mental health services, the gardai, the ambulance service, the coroner's court, the fire brigade, counselling services and community services.



Along with our colleagues in the NSRF, we developed and disseminated a series of infographics from this workshop, which clearly illustrates the suggested actions and resources needed to address the gaps identified in suicide bereavement services from our national survey. These important recommendations and actions provided by the stakeholder's workshop were illustrated in 3 infographics, were shared with everyone who collaborated with us in the National Suicide Bereavement Survey and with the public across social media platforms. The full AfterWords report is available on www.HUGG.ie.

“It is the most soul-destroying thing that anyone can go through. The guilt you feel afterwards is enough to drive a person over the edge or to the edge of insanity. The questions NEVER stop. They won’t go away. The Why and the what ifs are daily. It’s exhausting and weights very heavy on your heart and health.”

Annual Evaluation Survey

In December we carried out an evaluation of our services with those who have contacted HUGG for support or information, as well as with those who have attended a HUGG group. The results from this anonymous survey provided us with further insight into our services, assisting us to continually improve our services and improve efficiencies. These included:

- 96% satisfaction on Telephone Support,
- 91% felt they had opportunity to speak at a HUGG Group,
- 85% felt they could express their feelings in a group,
- 50/50 on preference for Hybrid HUGG Support Groups v In-Person HUGG Support Groups,
- Event suggestions: Social Gatherings, Remembrance Gatherings, Expert Speakers & Lived Experience Speakers,
- Would like more support for young people; assistance coping with suicidal thoughts.

“Talking with others who are on the same boat. I could not have gotten through this year without my HUGG group and am so thankful to the coordinators and everyone else.”

Planning for the Future

2023 was our busiest year since the charity was established in 2018. We have extended our reach in the number of individuals we support across all of our platforms, we have increased the number of calls we have taken from people directly impacted by suicide; we have increased the number of people we can serve at our HUGG support groups; we have undertaken a huge amount of work to ensure our website remains an easily found and accessible resource for people seeking support; we have physically attended more public events to build awareness of our services; we have increased the level of education and training we provide to our volunteers; we have collaborated with more colleagues across HSE and NGO services than ever before.

This has been a hugely rewarding year's work to date for HUGG staff, volunteers and board members. We know that the work we are doing and the services that we are providing go to the very heart of our vision 'Providing Hope and Healing to anyone bereaved by suicide'. We know from the feedback our volunteer facilitators receive at HUGG group meetings and from the hundreds of conversations we have with people impacted by suicide, the difference it makes to their lives knowing that someone can truly empathise and understand their grief.

HUGG Healing Untold Grief Groups Company Limited by Guarantee DIRECTORS' ANNUAL REPORT

for the financial year ended 31 December 2023

We recognise that this work is only made possible with the funding we receive, our incredible volunteers who are the very heart of HUGG, the support of our funding partners, communities across Ireland and people who have been impacted or affected by suicide and to the many people committed to supporting those left behind, and preventing further suicides. We look forward to continuing our work, learning and sharing with all those working in the suicide prevention community and connecting with anyone impacted by suicide.

Principal Risks and Uncertainties

The directors have ultimate responsibility for ensuring that the Charity has appropriate systems of controls, financial and otherwise. The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. The directors have introduced a formal risk management process to assess business risks and implement risk management strategies. This involves identifying the types of risks the Charity faces, prioritising them in terms of potential impact and likelihood of occurrence, and identifying means of mitigating these risks. Directors have a formal risk management process to assess all risks and implement risk management strategies and mitigation measures. This involves identifying the types of risks that the charity faces and rating them in terms of:

- Potential impact
- Likelihood of occurrence
- Current control in place
- Improvement potential

As risks are identified the directors review and rank those risks. Each risk is recorded on the Risk Register under four risk categories: customer, financial, operational and people. The Register includes the detail of the mitigation measures and plan for improvement where required. The directors review and update the risk register on a quarterly basis and the Board review on an annual basis.

Operational/internal control risks are minimised by the implementation of procedures for authorisation of all transactions and projects and the requirements for budgets covering all activities. Procedures are in place to ensure compliance with health and safety of staff, volunteers and clients by ensuring all accreditation is up to date.

Reputational risk

In common with many charities, the company's principal risk is reputational damage. Reputation damage could be caused by an event either within or outside the company's control. In order to mitigate this risk the Charity continues to adopt best practices.

Economic Risk

The ongoing challenge to the economy and the long- term impact of the War in Ukraine on increased inflation and food and energy costs pose serious economic risks.

At the date of signing these accounts the long-term impact on the company of these risks is unknown.

Directors and Secretary

The directors who served throughout the financial year, except as noted, were as follows:

Una Moore
 Ronnie O'Toole
 David Varian
 Catherine Brogan
 Laura McDonnell
 Tom Rourke (Appointed 22 February 2023)
 Adam Grennan (Resigned 28 March 2023)
 Victoria Groom (Appointed 13 September 2023)

In accordance with the Constitution, the directors retire by rotation.

The secretary who served throughout the financial year was Caroline Kirby.

Compliance with Sector-Wide Legislation and Standards

The charity engages pro-actively with legislation, standards and codes which are developed for the sector. HUGG Healing Untold Grief Groups Company Limited by Guarantee subscribes to and is compliant with the following:

- The Companies Act 2014
- The Charities SORP (FRS 102)

Post Balance Sheet Events

There have been no events between the balance sheet date and the date of the approval of these financial statements by the directors that require inclusion in these financial statements.

HUGG Healing Untold Grief Groups Company Limited by Guarantee DIRECTORS' ANNUAL REPORT

for the financial year ended 31 December 2023

Business Review and Financial Results

There was a net positive movement of €7,292 (2022: €120,221) in funds for the 2023 financial year. Our gross income in 2023 was €293,418 (2022: €279,420) this is showing an increase of €13,998 in gross income.

Expenditure was €286,126 (2022 €159,199), the increase is mainly due to wages, venue cost and advertising cost.

At the end of the year, the charity had current assets of €333,033 (2022: €256,512) and current liabilities of €115,977 (2022: €46,748). The total charity net funds increased from 2022 to 2023 by €7,292.

Reserves Policy

The board's approach to reserves has been influenced by a combination of recognised good practice in business and the Charities Regulator's guidance on charity reserves. The directors of HUGG regularly review the organisation's reserves position. The charity's reserves were €217,056 (2022: €209,764,). The total reserves can be analysed as €80,418 (2022: €88,179) of restricted funds, and €136,638 (2022: €121,585) of unrestricted funds.

Structure, Governance and Management

The organisation is a charitable company limited by guarantee. The company does not have share capital and consequently the liability of members is limited. Every member of the Company undertakes to contribute to the assets of the Company, if the Company is wound up while he or she is a member or is wound up within one year after the date on which he or she ceases to be a member, for

- a) payment of the debts and liabilities of the Company contracted before he or she ceases to be a member, and the costs, charges and expenses of winding up; and
- b) the adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding €1`.

Appreciation

The Directors of HUGG would like to thank everyone who have helped us to continue to realise our vision of Hope and Healing for anyone bereaved by suicide. We recognise the courage and resilience of those who have been impacted by suicide, who continue to engage with our services, lend their lived voice for the benefit of those struggling with the devastation of a death by suicide.

We are most grateful to our core team, who are committed to delivering a high standard of service to those struggling and isolated in their grief. We are deeply grateful to our wonderful volunteers, who bring the most important element of our work to the core of our service – HUGG support groups. Without them, HUGG would simply cease to exist. They light the way for those coming behind them, showing them through their presence and compassionate listening that there is hope after suicide.

The Auditors

Hugh McCarthy & Associates, (Chartered Accountants) have expressed their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

Statement on Relevant Audit Information

In accordance with section 330 of the Companies Act 2014, so far as each of the persons who are directors at the time this report is approved are aware, there is no relevant audit information of which the statutory auditors are unaware. The directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and they have established that the statutory auditors are aware of that information.

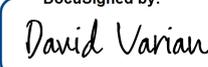
Accounting Records

To ensure that adequate accounting records are kept in accordance with Sections 281 to 285 of the Companies Act 2014, the directors have established appropriate books to adequately record the transactions of the company. The directors also ensure that the company retains the source documentation for these transactions. The accounting records are maintained at the company's office at 13 Adelaide Road, Dublin 2.

Approved by the Board of Directors on 22nd May 2024 and signed on its behalf by:

DocuSigned by:

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Tom Rourke
Director

DocuSigned by:

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David Varian
Director

HUGG Healing Untold Grief Groups Company Limited by Guarantee DIRECTORS' RESPONSIBILITIES STATEMENT

for the financial year ended 31 December 2023

The directors are responsible for preparing the Directors' Annual Report and Financial Statements in accordance with the Companies Act 2014 and applicable regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council as modified by the Statement of Recommended Practice 'Accounting and Reporting by Charities' effective 1 January 2019. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the charity as at the financial year end date and of the net income or expenditure of the charity for the financial year and otherwise comply with the Companies Act 2014.

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

- select suitable accounting policies and apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for ensuring that the charity keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the charity, enable at any time the assets, liabilities, financial position and net income or expenditure of the charity to be determined with reasonable accuracy, enable them to ensure that the financial statements and the Directors' Annual Report comply with Companies Act 2014 and enable the financial statements to be audited. The directors are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the Board of Directors on 22nd May 2024 and signed on its behalf by:

DocuSigned by:

811FBBA0256D456...
Tom Rourke
Director

DocuSigned by:

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David Varian
Director

INDEPENDENT AUDITOR'S REPORT

to the Members of HUGG Healing Untold Grief Groups Company Limited by Guarantee

Report on the audit of the financial statements

Opinion

We have audited the financial statements of HUGG Healing Untold Grief Groups Company Limited by Guarantee ('the Charity') for the financial year ended 31 December 2023 which comprise the Statement of Financial Activities (incorporating an Income and Expenditure Account), the Balance Sheet and the notes to the financial statements, including the summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and Statement of Recommended Practice "Accounting and Reporting by Charities" effective 1 January 2019.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Charity as at 31 December 2023 and of its surplus for the financial year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" in accordance with the provision of the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described below in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and the Provisions Available for Audits of Small Entities, in the circumstances set out in note 3 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

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

Other Information

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

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 course of 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.

INDEPENDENT AUDITOR'S REPORT

to the Members of HUGG Healing Untold Grief Groups Company Limited by Guarantee

Opinions on other matters prescribed by the Companies Act 2014

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

- in our opinion, the information given in the Directors' Annual Report is consistent with the financial statements;
- in our opinion, the Directors' Annual Report has been prepared in accordance with the Companies Act 2014; and
- the accounting records of the charity were sufficient to permit the financial statements to be readily and properly audited and the financial statements are in agreement with the accounting records.

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

Matters on which we are required to report by exception

Based on the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Annual Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not complied with by the charity. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page 16, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as they 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 directors are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless they either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

INDEPENDENT AUDITOR'S REPORT

to the Members of HUGG Healing Untold Grief Groups Company Limited by Guarantee

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

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

DocuSigned by:



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Garrett McCarthy
for and on behalf of
HUGH MCCARTHY & ASSOCIATES
Chartered Accountants and Statutory Audit Firm
1st & 2nd Floor, The Mill
Greenmount Industrial Estate
Harold's Cross
Dublin 12
Ireland

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HUGG Healing Untold Grief Groups Company Limited by Guarantee

STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating an Income and Expenditure Account)
for the financial year ended 31 December 2023

	Notes	Unrestricted Funds 2023 €	Restricted Funds 2023 €	Total Funds 2023 €	Unrestricted Funds 2022 €	Restricted Funds 2022 €	Total Funds 2022 €
Income							
Donations and legacies	4.1	133,306	160,112	293,418	113,635	165,785	279,420
Expenditure							
Raising funds	5.1	62,146	-	62,146	26,200	-	26,200
Charitable activities	5.2	-	167,873	167,873	27,149	84,120	111,269
Other expenditure	5.3	56,107	-	56,107	13,111	8,619	21,730
Total Expenditure		118,253	167,873	286,126	66,460	92,739	159,199
Net income/(expenditure)		15,053	(7,761)	7,292	47,175	73,046	120,221
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the financial year		15,053	(7,761)	7,292	47,175	73,046	120,221
Reconciliation of funds:							
Total funds beginning of the year	9	121,585	88,179	209,764	74,111	15,432	89,543
Total funds at the end of the year		136,638	80,418	217,056	121,286	88,478	209,764

The Statement of Financial Activities includes all gains and losses recognised in the financial year.
All income and expenditure relate to continuing activities.

Approved by the Board of Directors on 22nd May 2024 and signed on its behalf by:

DocuSigned by:

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Tom Rourke
Director

DocuSigned by:

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David Varian
Director

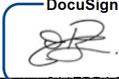
HUGG Healing Untold Grief Groups Company Limited by Guarantee

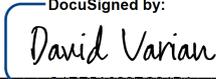
BALANCE SHEET

as at 31 December 2023

	Notes	2023 €	2022 €
Current Assets			
Cash at bank and in hand		333,033	256,512
Creditors: Amounts falling due within one year	8	(115,977)	(46,748)
Net Current Assets		217,056	209,764
Total Assets less Current Liabilities		217,056	209,764
Funds			
Restricted trust funds		80,418	88,478
General fund (unrestricted)		136,638	121,286
Total funds	9	217,056	209,764

Approved by the Board of Directors on 22nd May 2024 and signed on its behalf by:

DocuSigned by:

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Tom Rourke
 Director

DocuSigned by:

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David Varian
 Director

HUGG Healing Untold Grief Groups Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

for the financial year ended 31 December 2023

1. GENERAL INFORMATION

HUGG Healing Untold Grief Groups Company Limited by Guarantee is a company limited by guarantee incorporated in Ireland. The registered office of the charity is 13 Adelaide Road, Dublin 2 which is also the principal place of business of the charity. The financial statements have been presented in Euro (€) which is also the functional currency of the charity.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of preparation

The financial statements have been prepared on the going concern basis under the historical cost convention. The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities effective 1 January 2019, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland FRS 102". The company's functional and presentation currency is Euro.

Statement of compliance

The financial statements of the charity for the financial year ended 31 December 2023 have been prepared on the going concern basis and in accordance with the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities effective 1 January 2019, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland FRS 102".

Cash flow statement

The charity has availed of the exemption in FRS 102 from the requirement to produce a cash flow statement because it is classified as a small charity.

Fund accounting

The following are the categories of funds maintained:

Restricted funds

Restricted funds represent income received which can only be used for particular purposes, as specified by the donors. Such purposes are within the overall objectives of the charity.

Unrestricted funds

Unrestricted funds consist of General and Designated funds.

- General funds represent amounts which are expendable at the discretion of the board, in furtherance of the objectives of the charity.

- Designated funds comprise unrestricted funds that the board has, at its discretion, set aside for particular purposes. These designations have an administrative purpose only, and do not legally restrict the board's discretion to apply the fund.

Income

All incoming resources are included in the Income and Expenditure Account when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, entitlement is the earlier of the charity being notified of an impending distribution of the legacy being received. The following specific policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Income and Expenditure Account when received.
- Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

Expenditure

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including the charity's shop.

- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

HUGG Healing Untold Grief Groups Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

continued

for the financial year ended 31 December 2023

Employee Benefits

Short-term benefits, including holiday pay and other non-monetary benefits, are recognised as an expense in the period in which the service is received.

Creditors

Trade and other creditors are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Cash at bank and in hand

Cash at bank and in hand comprises cash on deposit at banks requiring less than three months notice of withdrawal.

Taxation

No charge to current or deferred taxation arises as the charity has been granted charitable status under Sections 207 and 208 of the Taxes Consolidation Act 1997, Charity No CHY 20204480. The charity is eligible under the "Scheme of Tax Relief for Donations to Eligible Charities and Approved Bodies under Section 848A Taxes Consolidation Act, 1997" therefore income tax refunds arising from sponsorships exceeding €250 per annum are included in unrestricted funds. Irrecoverable value added tax is expensed as incurred.

3. PROVISIONS AVAILABLE FOR AUDITS OF SMALL ENTITIES

In common with many other charity of our size and nature, we use our auditors to assist with the preparation and submission of the financial statements to Companies Registration Office.

4. INCOME

4.1 DONATIONS AND LEGACIES

	Unrestricted Funds €	Restricted Funds €	2023 €	2022 €
Donations	133,306	-	133,306	113,635
Charitable Activities	-	160,112	160,112	165,785
	133,306	160,112	293,418	279,420

5. EXPENDITURE

5.1 RAISING FUNDS

	Direct Costs €	Other Costs €	Support Costs €	2023 €	2022 €
Staff costs	20,423	-	11,787	32,210	14,964
Marketing and Events	18,073	-	9,256	27,329	10,872
Telephone and computer cost	-	-	1,691	1,691	-
Travel expenses	916	-	-	916	364
Total	39,412	-	22,734	62,146	26,200

5.2 CHARITABLE ACTIVITIES

	Direct Costs €	Other Costs €	Support Costs €	2023 €	2022 €
Staff costs	102,777	-	-	102,777	54,004
Peer group operating & professional cost	50,396	-	804	51,200	52,077
Telephone and computer cost	7,246	-	3,382	10,628	2,963
Travel expenses	2,541	-	-	2,541	1,264
Other expenses	727	-	-	727	961
Total	163,687	-	4,186	167,873	111,269

HUGG Healing Untold Grief Groups Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

continued

for the financial year ended 31 December 2023

5.3 OTHER EXPENDITURE	Direct Costs €	Other Costs €	Support Costs €	2023 €	2022 €
Staff costs	34,651	1,854	-	36,505	10,672
Telephone and computer cost	1,840	-	1,690	3,530	9,274
Travel expenses	916	-	-	916	364
Insurance	1,456	-	-	1,456	751
Accountancy	10,677	-	-	10,677	-
Bank charges	703	-	-	703	391
Office expenses	721	60	180	961	100
Other expenses	1,359	-	-	1,359	178
Total	52,323	1,914	1,870	56,107	21,730

5.4 FIVE YEAR P&L SUMMARY	2023 €	2022 €	2021 €	2020 €	2019 €
Income					
Restricted funds	160,112	165,785	41,574	-	-
Unrestricted funds	133,306	113,635	45,629	31,355	38,776
Total Income	293,418	279,420	87,203	31,355	38,776
Expenditure					
Staff costs	171,492	79,641	3,222	-	-
Other Charitable Operations	63,242	57,265	16,076	14,613	6,789
Other Raising funds	29,936	11,236	11,575	6,188	1,170
Other expenditure	21,456	11,057	3,351	3,365	1,442
Total Expenditure	286,126	159,199	34,224	24,166	9,401
Net income	7,292	120,221	52,979	7,189	29,375
Restricted Reserves at 31 December	80,419	88,478	15,432	-	-
Unrestricted Reserves at 31 December	136,637	121,286	74,111	36,564	29,375
Total Reserves	217,056	209,764	89,543	36,564	29,375

6. ANALYSIS OF SUPPORT COSTS

	2023 €	2022 €
Staff costs	11,787	79641
Peer group operating & professional cost	804	-
Telephone and computer cost	6,763	9274
Travel expenses	-	1477
Marketing and Events	9,256	-
Other expenses	180	1140
Total	28,790	91,532

HUGG Healing Untold Grief Groups Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

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for the financial year ended 31 December 2023

7. EMPLOYEES AND REMUNERATION

Number of employees

The average number of persons employed (including executive directors) during the financial year was as follows:

	2023	2022
	Number	Number
Management, Support and Administrative	<u>5</u>	<u>3</u>

The staff costs comprise:

	2023	2022
	€	€
Wages and salaries	155,513	71,995
Social security costs	15,979	7,646
	<u>171,492</u>	<u>79,641</u>

8. CREDITORS

Amounts falling due within one year

	2023	2022
	€	€
Trade creditors	7,538	-
Social security costs	4,922	1,098
Accruals	7,517	650
Deferred Income	96,000	45,000
	<u>115,977</u>	<u>46,748</u>

9. STATE FUNDING

Agency

HSE

Government Department

Department of Health

Grant Programme

Mental Health (National)

Purpose of the Grant

Provision of reactive grief support and advice to suicide bereaved adults in the Republic of Ireland.

Term

1 Year

Total Fund Received

€126,942

Total Fund Deferred

€20,000

Capital Grant

No

Restriction on use

The grant funding is restricted as per terms and conditions of the funding agreement. The company is compliant with the relevant circulars including Circular 13/2014 "Management of and Accountability for Grants from Exchequer Funds".

Tax Clearance

Yes

HUGG Healing Untold Grief Groups Company Limited by Guarantee

NOTES TO THE FINANCIAL STATEMENTS

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for the financial year ended 31 December 2023

10. FUNDS

10.1 RECONCILIATION OF MOVEMENT IN FUNDS	Unrestricted Funds €	Restricted Funds €	Total Funds €
At 1 January 2022	74,111	15,432	89,543
Movement during the financial year	47,175	73,046	120,221
At 31 December 2022	121,585	88,179	209,764
Movement during the financial year	15,053	(7,761)	7,292
At 31 December 2023	136,638	80,418	217,056

Restricted funds are only used for purposes as specified by the donors. While the unrestricted funds are expendable at the discretion of the board, in furtherance of the objectives of the charity.

10.2 ANALYSIS OF MOVEMENTS ON FUNDS

	Balance 1 January 2023 €	Income €	Expenditure €	Transfers between funds €	Balance 31 December 2023 €
Restricted funds					
Restricted	88,179	160,112	167,873	-	80,418
Unrestricted funds					
Unrestricted General	121,585	133,306	118,253	-	136,638
Total funds	209,764	293,418	286,126	-	217,056

HUGG has a policy to maintain 3-6 months of expenditure in reserves. In 2023 it delayed certain expenditure until 2024 so the reserves increased in 2023. The Board also recognise that there is a fine balance between spending funds and maintaining financial stability.

11. STATUS

The liability of the members is limited.

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

12. POST-BALANCE SHEET EVENTS

There have been no significant events affecting the Charity since the financial year-end.

13. Salary Band

Below is the breakdown of staff salary band:

	2023	2022
Salary benefits in excess of €50,000	1	-
Salary benefits between €20,000 to €50,000	2	1
Salary benefits below €20,000	2	2
	5	3

Directors' salary for 2023 was €Nil (2022: €Nil)

HUGG Healing Untold Grief Groups Company Limited by Guarantee
NOTES TO THE FINANCIAL STATEMENTS
for the financial year ended 31 December 2023

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14. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved and authorised for issue by the Board of Directors on 22nd May 2024.