



HUCC

SUPPORT AFTER SUICIDE

**Annual Report and
Audited Financial Statement**
for the financial year ended
31 December 2024





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Our First 7 Years of Social Impact 2017-2024





Background

Fiona Tuomey founded our organisation following the devastating death by suicide of her 11-year old daughter Milly in 2016. Experiencing a deep need to speak to people who truly understood what she was going through, Fiona searched for a support group that was led by people who had lived experience of suicide – but none existed. To fill this gap, she coordinated the first Healing Untold Grief Group (HUGG) in 2017. The demand for more groups, and other unmet needs, quickly became clear. In 2018, HUGG was established as a company limited by guarantee with charitable status ¹.

“The impact of suicide is devastating. Everyone deserves accurate, timely information and signposting to appropriate supports to help navigate this unique grief.”

**Fiona Tuomey, Founder and
Chief Executive Officer of HUGG**

Our why

Each year in Ireland, more than 500 people take their own lives ². Each suicide has a profound and lasting effect on the families, friends, colleagues and communities of those who have died. For every one person who dies by suicide, it has been calculated that around 135 people are affected by the death ³. This means that between 60,000 and 70,000 individuals are affected by suicide in Ireland every year. Indeed, two-thirds of the population knows someone who died by suicide, and 13% have lost someone by suicide who was very close to them ⁴.

Suicide-bereaved people are at high risk of severe mental ill-health, suicidal ideation and self-harm, including the harmful use of alcohol and other substances. Amongst other negative consequences, they may experience perceived stigma, social isolation, family breakdown and employment loss ^{5 6}.

Between 60,000 and
70,000 individuals are
affected by suicide in
Ireland every year

Our solution

HUGG is the only organisation specifically founded to offer **postvention** ⁷. This form of suicide prevention refers to activities that take place after a suicide has occurred and reduce the heightened risk of suicide-bereaved people taking their own lives. HUGG therefore truly acts as a lifeline.

Most of our staff and volunteers have been bereaved by suicide themselves and can provide that unique understanding to anyone seeking help. Together with those who use our services, we **co-create** supports that work for people who have been bereaved by suicide.

HUGG believes in **post-traumatic growth**; meaning that with compassion, understanding and appropriate support, people bereaved by suicide can grow around their grief and focus on resilience, positive mental health and wellbeing.

What we think...



Our grief shrinks over time

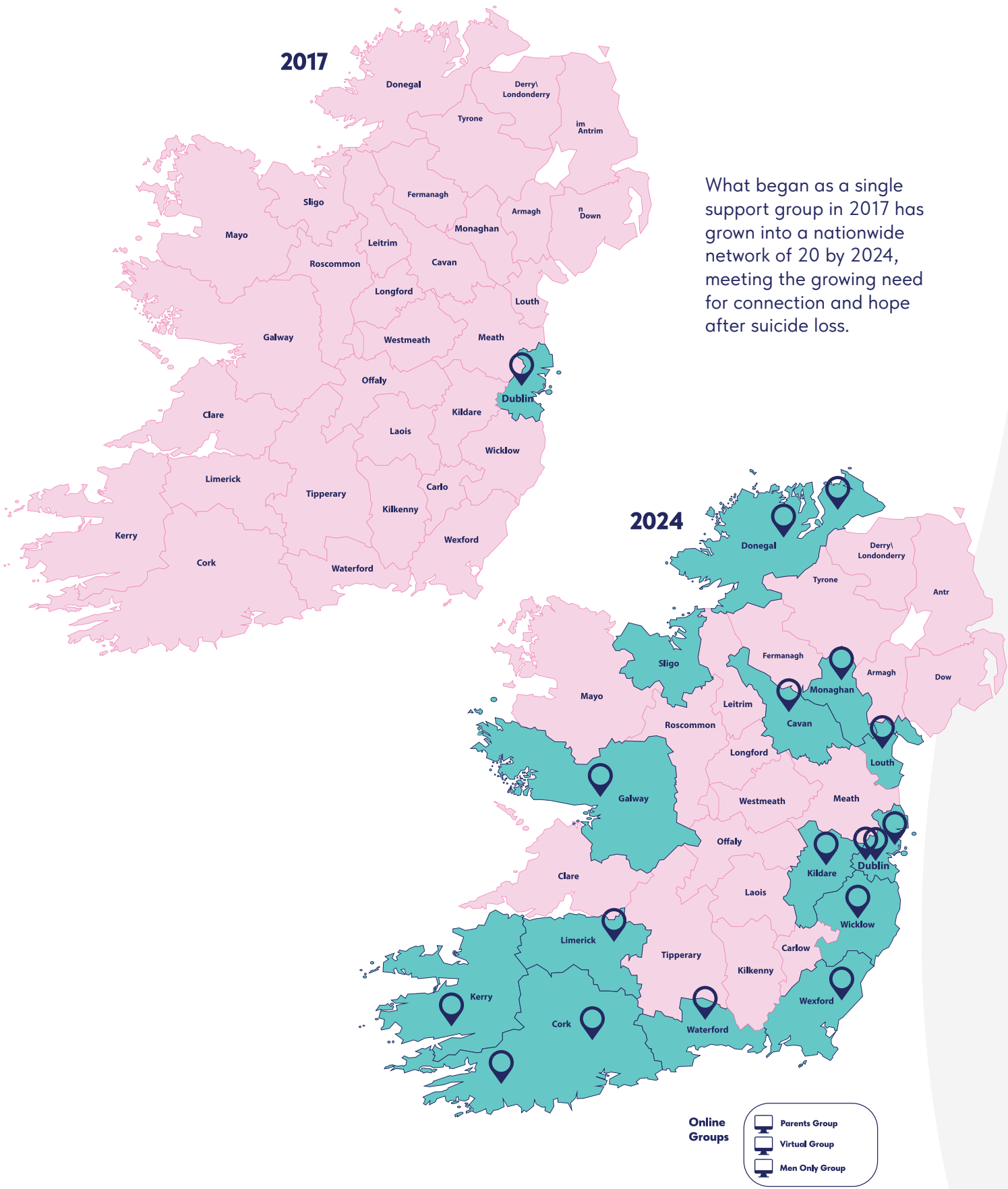
What we know...



Our grief stays the same, but we grow around it

Source: Tonkin's Model 1996 ⁸

HUGG group locations



What we do



Peer support groups

We run in-person, online and hybrid suicide bereavement support groups for adults led by trained volunteers with lived experience of suicide loss. These provide a safe, non-judgemental space to connect with others who have been bereaved by suicide. Groups have grown steadily and in the year 2024, **1,539** people attended them.



Telephone support

The need for a telephone support offering became evident during the running of peer support groups. For many of those getting in touch with HUGG, it is the first time they have ever spoken to someone about their feelings following their loss. In 2024 alone, we responded to **1,798** requests for support.



Online support

We provide a wealth of information on grief after suicide on our website and via our social media channels. These include downloadable resources, signposts to additional supports and stories of hope. In 2024, our website had more than **22,000** visitors.



Events

We curate regular in-person, online and hybrid public events. These include information sessions, training sessions, fundraisers and our annual national suicide remembrance event *Say Their Name*.



Collaboration

We collaborate with other individuals and organisations who can help us to achieve our goals. This includes working with the media, research community and others.



Influencing

Finally, we are the lived voice for those bereaved by suicide. This work includes lobbying decision-makers and representation on relevant committees.

HUGG delivers positive outcomes for many




Those bereaved by suicide

The main beneficiaries of our work are those **people who have lost a loved one to suicide**. Through their interactions with us, they are supported both practically and emotionally. Our most recent survey of service users revealed that 96% would suggest taking part in our support groups to anyone bereaved by suicide.

"No judgment present, plenty of time to express myself, if I wished to do so, no pressure to participate in conversation if I decided not to."

"It honestly meant a lot to talk to someone about my daughter."

A photograph of two young women embracing. The woman on the left has dark, curly hair and is wearing a grey t-shirt. The woman on the right has long, straight brown hair and is wearing a grey t-shirt. Her arm, which is wrapped around the other woman, is wearing a white wristband. A speech bubble is overlaid on the image, containing a testimonial.

“HUGG groups are an absolutely brilliant thing to have available. I felt completely alienated after I lost my best mate to suicide, so to be around people who can relate and help me understand that what I am going through is normal and that there is light at the end of the tunnel is beautiful.”



Their wider circles

We also have many indirect beneficiaries, not least the **wider circles of people who died by suicide**. They are often comforted knowing that vulnerable people in their community are receiving dedicated supports during their time of need. They also appreciate advice on how to help those who have lost their loved one.

“I wanted to say thank you for getting back to my partner so quickly and for referring him for further support.”

“Facilitating the support group has allowed me to use my experience in a positive way and make meaning of the tragedy I experienced. I would highly recommend volunteering with HUGG for anyone that’s a little further along their journey of grief and feel they want to give back.”

Volunteers

Our **volunteers** experience post-traumatic growth. They transform their own lives after tragedy while also helping others through their grief.

The general public

At a wider remove, we raise awareness amongst the **general public** so that people gain a better understanding of suicide loss. In this way, the silence around the issue is broken and stigma is reduced.

“Since coming into contact with HUGG, I have learned so much more about suicide loss than I ever did before.”

Donors and fundraisers


Many of HUGG's **donors and fundraisers** support HUGG in memory of a loved one lost to suicide. Over half of the monies raised at community level are donated in memoriam. Active remembrance of this kind is important to them in processing their grief.

Other professionals

There are many **other professionals** who benefit from our work. These include teachers, social workers, therapists, undertakers, people working in other bereavement charities, and so on. They are able to refer people to us as well as receiving referrals from us. Together we learn from each other and our practice improves.

"I refer parents to this excellent service every week and I know it has been an invaluable support to so many as they try to navigate their own wellbeing needs whilst also supporting grieving children. It gives me a lot of comfort to know you are there to provide such solid support."

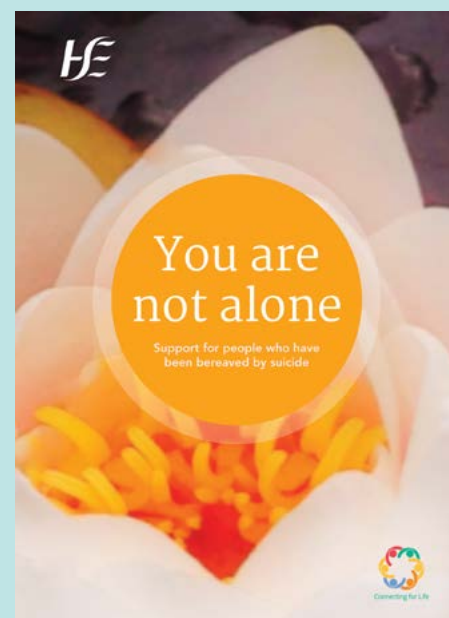
Gina Cantillon, Project Leader, Barnardos



“We are so grateful to HUGG for the support they have given to family members these past few tough years. We hope HUGG can keep doing what it does for others in a similar situation and that the money raised can help in some way.”

Researchers

Our work with **researchers** also yields mutual benefits. For instance, we identify under-researched topics, commission research, help with sourcing research subjects and disseminate research findings. We then use the growing body of research evidence to inform and underpin the rest of our work. Notable examples include our contributions to *Afterwords* ⁶, the children's resource *Safe Harbour* ⁹, the adults' resource *You Are Not Alone* ¹⁰, and research reports on suicide rates ¹¹, bereavement ¹², support groups ^{13 14 15} and post-traumatic growth ¹⁶.



“The research we have undertaken in collaboration with HUGG has helped to generate new information about who is impacted by suicide and where the gaps in supports lie. In particular, HUGG have been instrumental in recruiting participants for our research and ensuring that our outputs are accessible and relevant for multiple audiences. This co-production is fundamental to developing research which has direct impact on policy and services to improve how we support people bereaved by suicide.”

Dr Eve Griffin, CEO, National Suicide Research Foundation

The State

Finally, we aid **the State** by educating lawmakers and policymakers about suicide postvention and related topics, as well as helping to address public policy goals around mental health. Additionally, we inform statutory service providers about ways in which they can better support people affected by suicide loss.

“As we work together to reduce suicide, through the implementation of *Connecting for Life*, HUGG has emerged as an essential partner in suicide prevention and postvention, providing authentic and impactful peer-led suicide bereavement services, as well as providing lived and living experience and expertise to a range of national suicide prevention policy initiatives. Since its establishment, HUGG has had a transformative impact on suicide reduction in Ireland, and I am confident that its new Strategy will strengthen this impact into the future.”

Prof. Philip Dodd, HSE Deputy Chief Medical Officer

“The HSE National Office for Suicide Prevention is very proud to support the work of HUGG, which has had an immeasurable impact on the lives of so many people and families in Ireland, who have sadly been bereaved by suicide.”

John Meehan, Assistant National Director - Head of National Office for Suicide Prevention

Even in grief, there is space for hope.

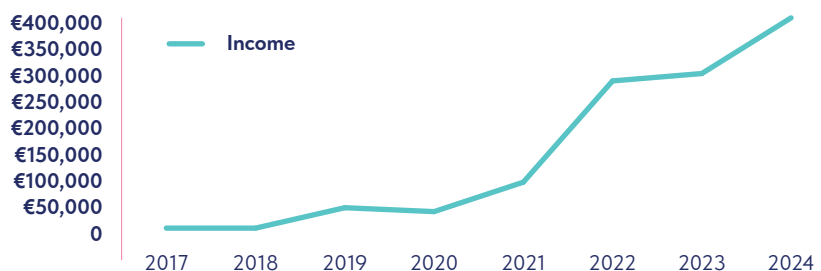
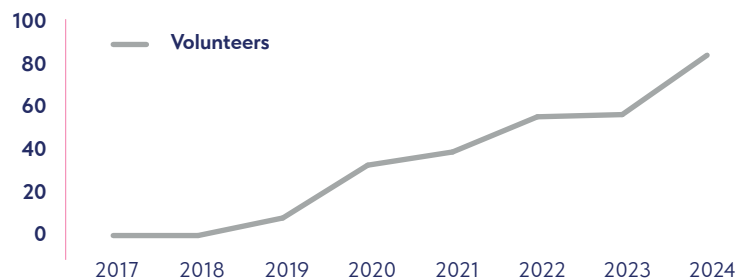
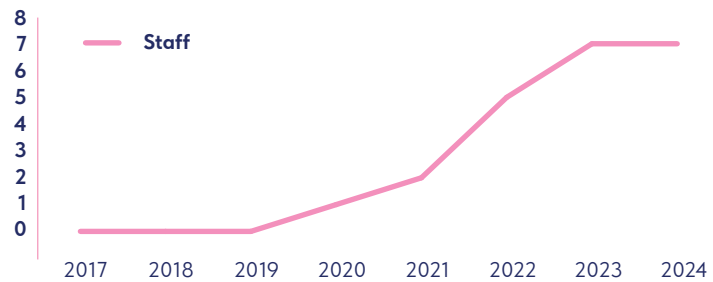


Ultimate social impact

Taken together and over time, the outcomes described above will lead to the ultimate impact we are striving for. This is encapsulated in our vision: an Ireland where those bereaved by suicide find support, hope and are free from stigma.

The resources that make it all happen

HUGG's greatest asset is the experience, skills and commitment of its **people**. Regardless of whether their roles are paid or voluntary, all have the required training to do their work effectively. Our volunteers facilitate groups, help at events, speak about suicide bereavement on various platforms, offer operational support, or act as board members, advisers and advocates.



We are also extremely grateful to the individuals and organisations who provide us with essential **funding** to do our work. Community fundraisers in particular have generously given their time and energy to organise events, take on physical challenges and otherwise engage the will of family and friends to raise much-needed funds. Statutory funding represents the next largest portion of HUGG's income. In 2022, we signed a service level agreement with the HSE National Office for Suicide Prevention, under *Connecting for Life: Ireland's National Strategy to Reduce Suicide*¹⁷, which includes the provision of bereavement support services around Ireland. Trusts, foundations and corporate partnerships comprise the rest of HUGG's funding.

We have further benefited from wonderful **in-kind supports** including venues for meetings from Dalata Hotel Group, pro bono radio advertising from Bauer Media Group and ICT support from Tech Soup.

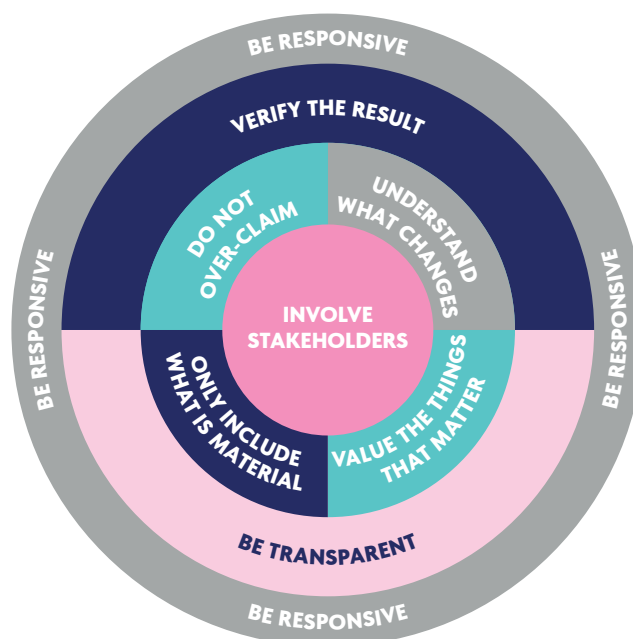
As a fully remote organisation, HUGG has eliminated the overhead costs associated with traditional 'bricks and mortar' non-profits, thereby offering donors and funders excellent value-for-money.



Looking to the future

The need for our services is as big as ever. We will implement our *2025-2029 Strategic Plan* driven by a singular vision: to connect people to hope after suicide. The plan represents an ambitious roadmap for the next five years, focusing on strengthening and expanding our support services, advancing research and amplifying the voices of those with lived experience of suicide loss.

We are also excited to begin embedding a **social value approach** in our work, using Social Value International's eight principles¹⁸. This will involve not only articulating how we generate impact for different groups of people, but what value they place on this and how that relates to the level of resources invested. We know of no other organisation anywhere in the world that has taken this approach to assessing the value of suicide prevention and postvention.



We invite you to join
us on the journey.

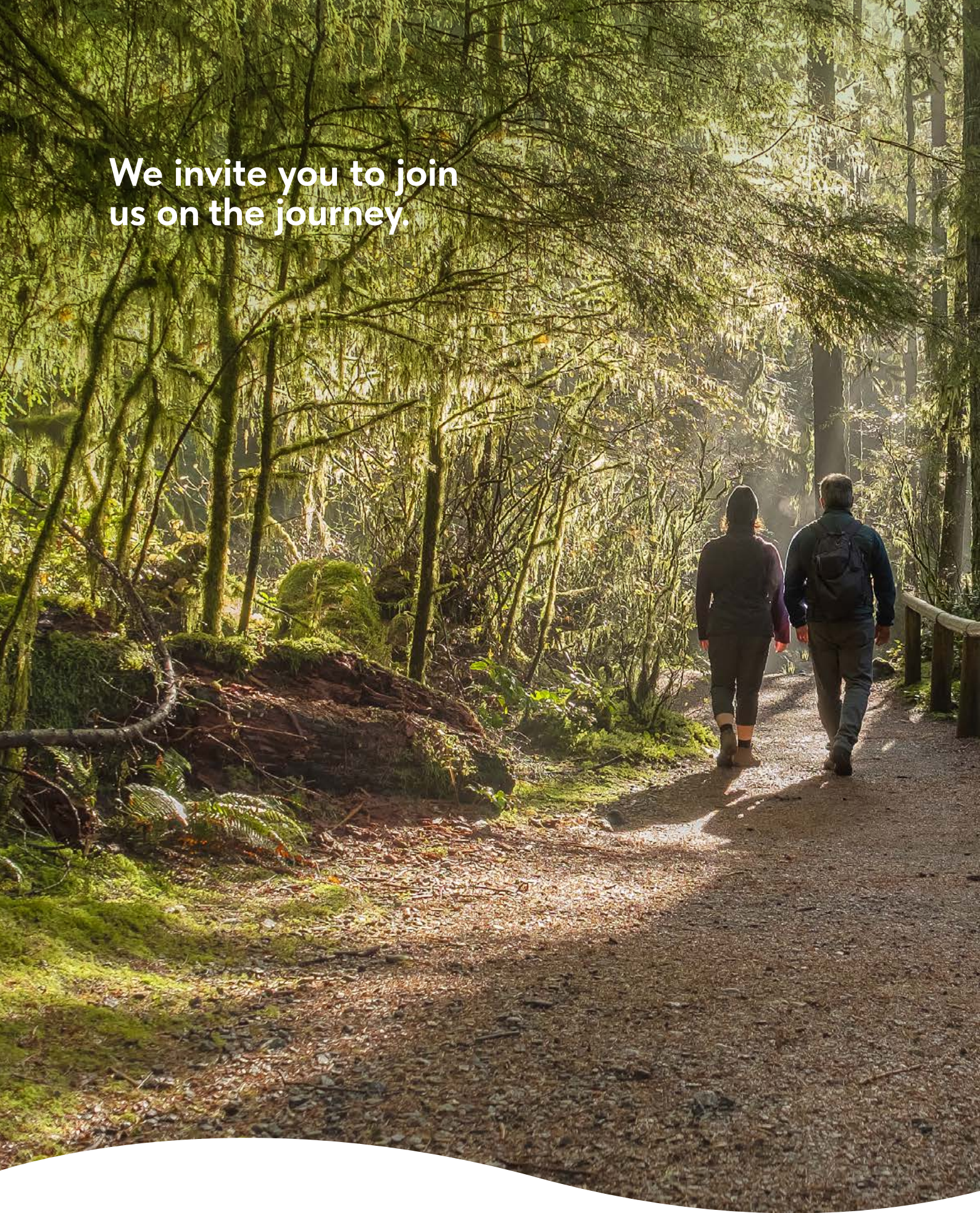




Photo: xyzcharlize

Section 1

Reference and Administrative Information

Directors

Tom Rourke (Chairperson)
Ronnie O'Toole (Vice chair)
Catherine Brogan
Michael Greaney (appointed 22 January 2025)
Victoria Groom
Laura McDonnell
Una Moore
Ian O'Brien (appointed 22 January 2025)
Georgina O'Leary (appointed 12 February 2024,
resigned 10 January 2025)
David Varian

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

Solicitors

No legal advice taken in 2024



Section 2

Review of Activities, Achievements and Performance 2024

CEO Statement on HUGG's Activities for 2024



As we reflect on the past year and look forward to 2025, I am immensely proud of how HUGG continues to evolve and expand its vital services. Our mission remains steadfast—to provide compassionate, peer led support for those who have lost a loved one to suicide.

In 2024, we focused on increasing the reach of our services through our telephone support service, by establishing new support groups in key locations, and enhancing our online presence to make our resources even more accessible, while continuing to invest in the training and development of our facilitators to ensure that our support remains of the highest quality.

A fundamental pillar of our success is our volunteers. HUGG would not exist without the dedication and empathy of those who give their time and energy to support others. Our facilitators, all of whom have lived experience with suicide loss, create the heart of our organisation. Their compassion and commitment are truly inspiring, and we are deeply grateful for their efforts. As we expand our services, we continue to seek and train more volunteers so that we can meet the increasing demand for support across Ireland.

None of this would be possible without the backing of our fantastic board, staff, and generous supporters. Our board members provide invaluable strategic guidance, ensuring that HUGG remains strong, sustainable, and true to its mission. Our dedicated staff work tirelessly behind the scenes, handling everything from coordination and administration to outreach and awareness campaigns. Their collective effort ensures that HUGG remains a beacon of hope and support for those who need us most.

We are also deeply appreciative of our community and individual fundraisers, many of whom have been directly impacted by suicide, whose passion and generosity enable us to continue our work. Additionally, we extend our sincere gratitude to our corporate donors, for their financial and pro bono support, which has been essential to growing our knowledge base and serving those in need of support.

The ongoing support of the HSE National Office for Suicide Prevention assists us to maintain and enhance our services, ensuring that we can provide a lifeline to those affected by suicide loss. Continued collaboration with these key stakeholders strengthens our ability to expand our reach and deliver high-quality, evidence-based support.

Looking ahead, 2025 is a year of growth, hope, and strengthened community for HUGG. We are determined to build on our successes, reach more people in need, and ensure that every bereaved individual in Ireland can find solace and support. Thank you to everyone who has played a role in this journey—together, we are making a meaningful difference.

With gratitude and determination,

A handwritten signature in black ink, appearing to read 'Fiona Tuomey', with a stylized flourish at the end.

Fiona Tuomey
CEO, HUGG

Chairperson's Statement



On behalf of the Board of Directors I have the honour of presenting our Annual Report for 2024.

Over the past twelve months we have expanded the reach of our services through the establishment of new groups and an enhanced online presence. HUGG continues to meet the pressing need of those bereaved by suicide for support within their communities from those whose own lived experience means they are uniquely equipped to meet that need with deep empathy and understanding.

The invaluable work of our volunteers, facilitators and HUGG staff is supported by funding from individuals, community groups, corporate donors and national government through the National Office for Suicide Prevention. As a board, we are committed to ensuring that we have the resources to expand and sustain HUGG's services and provide the best possible working environment for our tireless staff.

During 2024 we have welcomed new board members with a range of experiences that strengthen our ability to support HUGG's team and mission. The establishment of a number of critical board committees has further deepened our corporate governance which we believe is essential to maintaining trust amongst those whose needs we serve, as well as those who contribute the resources on which our services rely. New board committees established over the past two years bring added focus to Funding, Remuneration, Finance & Audit as well as Governance Risk and Compliance. Our commitment to the Charities Governance Code represents another pillar of HUGG's robust corporate governance model.

Looking to the future, the board, together with our CEO and her team and informed by the insights of a broad range of our stakeholders, has developed a strategy for the future of HUGG over the next five years which we plan to announce in the coming weeks. It underpins our enduring commitment to supporting all of those who have been bereaved by suicide, connecting them with hope and challenging the stigma that is so often experienced by those affected by suicide. We also strive to mitigate the terrible impact that suicide can have on entire communities and disrupt those patterns that can lead to further grief and loss.

HUGG is founded on a premise of hope. A hope that it is possible to not only provide comfort to the bereaved but to also reduce the impact and occurrence of suicide in our society. Therefore as we look to 2025 my two deepest emotions are gratitude to all of those who have helped sustain us in our mission and hope that in the year ahead we can continue to expand our reach to those in greatest need of our support.

A handwritten signature in blue ink, appearing to read 'Tom Rourke'.

Tom Rourke
Chairperson

Mission, Purpose and Objectives (2021-2024)

Our Purpose

Around 550 suicides are recorded in RoI annually (CSO, 2022). Every death by suicide impacts up to 135 family members/friends (Cerel, 2014). It is estimated that 60,000+ people are impacted by suicide yearly in Ireland. Over a decade this amounts to 13% of the adult population.

Suicide bereaved people are ten times more at risk of self-harm and suicidal ideation (Pitman, 2017), experience severe mental health challenges, perceive stigma, have prolonged alcohol/substance use resulting in social isolation, family breakdown, employment loss and other negative life-changing consequences.

'Postvention' refers to activities that reduce risk and promote healing for people impacted after a suicide. HUGG is the only organisation in Ireland with the mission to support people impacted by suicide. Our postvention services include peer support groups, telephone support, resources, public events, webinars, research, advocacy and an annual national remembrance event.

HUGG works with people to overcome the perceived stigma associated with suicide loss. We do this through elevating the lived voice of people impacted by suicide on our website, social media, interviews/media engagement, at public events and activities where attendees can be open about their loss and meet others who understand them.

We are advocates for self-compassion and post-traumatic growth across all of our work. We also represent lived experience through participating in advisory groups and collaborating in research projects to add to the evidence base and further understanding of the impacts of suicide loss on the individual, communities and society.

What we think...



Our grief shrinks over time

What we know...



Our grief stays the same,
but we grow around it

Source: Tonkin's Model 1996 ²⁰

Our Origins

HUGG was founded in 2017 by Fiona Tuomey, following the devastating death by suicide of her 11-year-old daughter Milly. Experiencing a deep need to speak to people who truly understood what she was going through, Fiona searched for a support group for people impacted by suicide led by those who had a lived experience of suicide – but none existed.

Driven by a desire to fill this gap and ensure that no one bereaved by suicide would have to go without support, Fiona set up HUGG's first support group in 2017. The demand for more groups quickly became clear, and HUGG was established as a registered charity in 2018, on Milly's birthday.

HUGG was the first and only organisation whose whole mission is to support people who have lost a loved one to suicide. Before HUGG, people impacted by suicide had limited supports or services that are not specific, suicide-grief informed or created by people with a personal experience of a death by suicide.

The HUGG team and volunteers all have a lived experience of losing a loved one to suicide. This is a unique facet of HUGG as a not-for-profit organisation in the mental health space. The lived experience of all involved is invaluable and has been a catalyst in bringing about a tangible solution for supporting people bereaved by suicide.

Some of HUGG's wonderful Group Facilitators and staff



Our Vision

Hope and healing for anyone bereaved by suicide.

Our Mission

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 and support with those bereaved by suicide.

Our Values

Empathy through lived experience

Every peer support group is led by people who have been bereaved by suicide.

Respect for all

We are non-judgemental and respectful with all our volunteers and stakeholders. We provide a warm and welcoming atmosphere for all members and potential members and we ensure everyone has equal access to peer support groups. Our strategy has been specifically developed to promote inclusion throughout the organisation.

Courage

We continually raise awareness of the challenges faced by those bereaved by suicide and we advocate for change in how state institutions engage and support those bereaved by suicide.

Collaboration

We build close working relationships with professionals and other relevant organisations to ensure better services for the suicide bereaved. We gather feedback on our services from our volunteers, group members and facilitators to inform programme improvements and decisions making.

Transparency

We clearly communicate our service model and approach to all stakeholders. We publish our organisational strategy, policies and annual reports as well as the results of evaluations and research activities.

Quality-driven

As a registered charity we continuously aim to achieve the best governance standards and ensure high quality services and support by:

Adhering to all statutory and sector regulations

Developing and implementing internal quality standards which drive consistency throughout the organisation

Implementing evidence based and evidence informed training, policies, and practices

Offering regular clinical supervision to all of our facilitators

Implementing a continuous evaluation and feedback process that engages support group members

Maintaining strong boundaries as a level two organisation by sign-posting to other organisations and supports if/as needed and never providing advice or direction in groups

Key Activities

- » Providing peer support groups facilitated by people with a lived experience of suicide bereavement who themselves receive evidence-based training and clinical support.
- » Providing information on suicide prevention, intervention and postvention through our website, social media, and community engagement.
- » Signposting suicide bereaved individuals and those supporting bereaved people to relevant services and supports through our telephone support service, responding to email queries and across our social media platforms.
- » Networking with similar groups and organisations in Ireland to share learning and collaborating in providing postvention services to those bereaved by suicide.
- » Developing our strategic plan for 2025-28 which will see the evolution of our services to engage in more innovative approaches to reach more people bereaved by suicide around Ireland.

Operating Context

In 2024, HUGG, a suicide bereavement charity, operated within a complex and evolving landscape shaped by various factors related to public health policy, mental health funding, and the political environment surrounding suicide prevention.

The HSE's *Connecting for Life* strategy, which has been the cornerstone of Ireland's national suicide prevention plan since 2015, continued to guide the country's approach to suicide prevention and postvention efforts. However, as the strategy entered its final stages in 2024, there was uncertainty regarding the development of its successor. The future of

suicide prevention policy remained ambiguous, leading to concerns about the continuity of support and the specific needs of those bereaved by suicide, an area where HUGG focuses its work. HUGG provides critical support for families and individuals affected by suicide, yet the lack of a clear commitment on the next national strategy presented challenges in ensuring long-term sustainable funding and support structures for postvention services.

Financially, the mental health budget for 2024 had been set at €1.19 billion, reflecting a significant investment in mental health services. However, while this budget was a positive development, it remained unclear how much would be allocated to specific areas such as postvention and suicide bereavement services. This uncertainty created challenges for HUGG in securing stable and adequate funding to meet growing demand for their services, particularly in a climate of competing priorities within mental health funding.

In the political landscape, suicide prevention continued to be a priority but was often overshadowed by other pressing issues. The restructuring of the HSE from 9 Community Healthcare Organizations (CHOs) to 6 Regional Health Organizations (RHOs) in 2024 added another layer of complexity. This restructuring caused uncertainty about service delivery models, and how regional variations in support services for suicide bereavement would be managed. HUGG found itself navigating this shifting terrain, advocating for clear guidelines and resources for postvention, a crucial but often underfunded aspect of the overall suicide prevention strategy.

Strategic Report

The current strategic plan runs from 2021 – 2024. The operating plans over the 4 years from 2020-2024 enabled the delivery of the strategic plan.

In March 2023, trustees were asked to review the progress made and to consider whether the 2021-2023 strategic plan should be extended, replaced or refreshed in 2024. It was decided at that March meeting that the strategic plan could be extended by one additional year i.e., 2024.

The strategic plan is operationally reviewed at regular intervals during the year. Operational updates are provided by the CEO to the Board at each Board meeting.

The delivery of the strategic plan is supported by an annual operational plan which defines key performance indicators. Operational updates are provided by the CEO at each Board meeting.

The annual budget is aligned with the operational plan and is reviewed by the Trustees at each Board meeting.

Our Strategic Plan 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. HUGG's inaugural Strategic Plan was approved by the Board of HUGG in late 2021 following an extensive and inclusive process with our key partners (Volunteers, Members, Funders, the Board of Directors, service users and staff).

The current plan can be read on our website <https://hugg.ie/huggs-strategic-plan/>

Work on HUGG's new strategic plan for 2025-2029 began in Q3 of 2024 and is due to be published in Q2 2025.

HUGG's Strategic Plan 2021-2023



Strategic Objectives 2021 -2024

- 1 **Develop and implement a marketing and communications strategy for the organisation to guide both internal and external communication processes and raise awareness of HUGG and the services it provides among target audiences in new communities.**

- 2 **Develop a three-year fundraising strategy that considers all potential income streams including: state funding, corporate sponsorship and donor funding.**

- 3 **Develop a facilitator recruitment and engagement plan.**

- 4 **Hire a core team to drive the delivery of HUGG services and support the team of volunteers nationally.**

- 5 **Grow the number of ‘in person’ and online peer support groups with the aim of providing nationwide services.**

- 6 **Engage in on-going internal and external research and evaluation to support the development of evidence for suicide postvention.**

- 7 **Provide social opportunities for people bereaved by suicide.**

- 8 **Undertake a feasibility study for developing peer or group non-clinical suicide bereavement supports for young people under 18.**

- 9 **Advocate for change in the burden of proof in the Coroner’s Court from the current criminal standard to a civil standard in order to improve experience of Inquests for bereaved families.**

- 10 **Develop and implement a three-year inclusivity strategy for HUGG that involves measures to increase representation from across society, among facilitators, co-facilitators and group members.**

- 11 **Develop quality standards for peer support groups and an assessment and monitoring process to support adherence to the standards.**

- 12 **Design, develop and implement a Customer Relationship Management (CRM) system, or other Information Management (IT) system, to facilitate the effective administration of all group, volunteer, stakeholder and fundraising activities, in compliance with all HUGG policies and statutory regulations.**

The 5 priorities for 2024 were:

Develop a three-year fundraising strategy that considers all potential income streams including: state funding, corporate sponsorship and donor funding.

Advocate for change in the burden of proof in the Coroner's Court from the current criminal standard to a civil standard in order to improve experience of Inquests for bereaved families.

Grow the number of 'in person' and online peer support groups with the aim of providing nationwide services.

Provide social opportunities for people bereaved by suicide

Engage in on-going internal and external research and evaluation to support the development of evidence for suicide postvention.

In 2024, HUGG focused on the following outcomes:

Strategic Priority 1:

Develop a three-year fundraising strategy that considers all potential income streams including: state funding, corporate sponsorship and donor funding.

Summary

In order to run an efficient and 'fit for purpose' charity it is important to have employees in place that can deliver the required services. To this end HUGG recruited a part time HUGG Finance Administrator position in Q1 of 2024. Unsuccessful attempts were made to fill the HUGG Fundraiser position. Following this the Board decided that an external third party should be engaged to develop a fundraising strategy which in turn a HUGG fundraiser could deliver on. This approach was approved by the Board.

Key outcomes

HUGG retained the services of OKC, a consultancy specialising in strategic planning, philanthropy and multi-channel donor engagement, to review its current fundraising activities and assess the opportunities for new avenues of private income, which presently form over 60% of HUGG's income.

This fundraising strategy for the years 2024-2025 is a comprehensive plan designed to support the organisation's mission of providing hope and healing for anyone bereaved by suicide. Guided by HUGG's vision of fostering resilience, this fundraising strategy outlines key strategic objectives, fundraising initiatives, and financial targets aimed at sustaining and enhancing HUGG's impactful work into the future.

Key objectives in this strategy include the identification of priority projects for funding and diversification of income streams to support these projects. Through targeted prospecting and donor care initiatives, HUGG will cultivate meaningful relationships with individuals, corporates and trusts, foundations, thereby maximising support for our three priority funding pillars: People, Peer Support Groups and Projects.

Financial targets and Key Performance Indicators have been established to measure the impact of these proposed fundraising activities. By tracking progress against these benchmarks, HUGG will ensure accountability and optimise resource allocation. It is imperative to recognise that investing in resources and fundraising staff is essential to achieving these ambitious targets.

Risks & Challenges:

Limited Brand Awareness:

HUGG faces challenges in national brand recognition. Limited budget for brand building, impacting the organisation's ability to attract new donors.

Small Donor Base:

HUGG currently has very few regular donors, relying heavily on one-off donations.

Potential Donor Fatigue:

Existing supporters engaged in fundraising may experience cause fatigue if new innovations are not developed.

Limited Engagement from Non-Impacted Supporters:

Individuals who have not personally experienced suicide loss may feel less connected to fundraising efforts, leading to reduced engagement and support.

Stigma to engage with HUGG:

Stigma surrounding suicide and mental health issues may create reluctance among some potential donors or supporters to engage with HUGG.

Communication challenge:

Communicating the mission and impact of HUGG effectively can be challenging, especially considering the sensitivity of the topic of suicide.

Economic Uncertainty:

Economic downturns or uncertainties may impact the willingness of individuals and business to support HUGG, affecting fundraising. Four in 10 people will donate less to charity this year due to the cost-of-living crisis (Charities Regulator, 2023).

Limited Pipeline Planning:

Absence of warm donor prospects and a cold prospect list.

Key Outcome

Efforts to recruit a dedicated Donor Development and Partnerships Manager prior to the development of the fundraising strategy was unsuccessful. This appointment is critical to providing the strategic direction, coordination and support necessary to execute this fundraising strategy effectively.

Therefore, HUGG engaged with the services of a specialist recruitment company to assist with the appointment of this key role, to enable HUGG to be better equipped to cultivate donor relationships, identify funding opportunities and drive sustainable revenue growth.

Following a successful recruitment campaign, a Donor Development and Partnerships Manager, Mary Anne Stokes, was appointed in Q3 of 2024.



“At HUGG, building a diverse funding base isn’t just about sustainability—it’s about resilience. A strategic fundraising plan ensures we’re not only meeting today’s needs, but also securing the future of our mission to support those bereaved by suicide.”

— Mary Anne Stokes, Donor Development and Partnerships Manager

Strategic Priority 2:

Advocate for change in the burden of proof in the Coroner's Court from the current criminal standard to a civil standard in order to improve experience of Inquests for bereaved families.

Summary

Under Irish law, the standard of proof required to return a verdict of suicide by a coroner is 'beyond reasonable doubt'. The use of the 'beyond reasonable doubt' standard can be linked to the previous criminalisation of suicide. The act of suicide was decriminalised in Ireland in 1993, though the standard in Ireland used by coroners to determine cause of death has not.

A key strategic goal for HUGG is to advocate for a change to lower this standard of proof, which would result in fewer 'undetermined deaths by suicide' in the Coroner's Court and result in a truer reflection in the number of deaths by suicide in Ireland. Furthermore, it would remove the additional stress and uncertainty which can be caused when an open verdict is returned in the Coroner's Court.

Indecon Economic Consultants conducted a report¹⁹ (Consultants, 2024) to consider the potential impacts of changing the burden of proof for a legal determination of death by suicide in Ireland on the number of suicides reported as part of Indecon's *pro bono* programme of work.

The legal and philosophical foundations of the "beyond a reasonable doubt" burden of proof, particularly in relation to suicide determinations, provide valuable context for understanding institutional reluctance to change. These considerations were key antecedents to Indecon's empirical study.

A comparison of Indecon's findings with existing empirical studies highlights the complexity of this issue. While few studies have examined this area in depth, recent policy changes in England, Wales, and Canada have not demonstrated clear trends or impacts. Research from Canada and the U.S. has explored the trade-offs and policy implications of suicide determinations, particularly in cases of drug poisoning, but these studies underscore the challenges of classification and policy decision-making.

Key outcomes

This report estimates what would be the number of suicides if the burden of proof for a legal determination of death by suicide in Ireland was changed to one being based on a balance of probabilities.

This report used advanced statistical techniques to compare Ireland to what happened when England and Wales changed their practices from 'beyond reasonable doubt' to 'balance of probability', where no such change occurred.

Using a range of data, Indecon estimates that the number of deaths classified as suicide rose by 2-2.5 deaths per 100,000 population as a result of the change in the burden of proof in England and Wales.

This suggests that the true rate of suicide is 20-25% higher than is reported. This would equate to about 100-125 additional deaths assessed as suicide in Ireland if the practice by Irish Coroners Courts were to change as it has in many other countries.

Key Challenges

The nature of the burden-of-proof standard as an issue in suicide prevention and policy is complex, but the potential negative impacts of underestimating suicides, in aggregate or for particular sub-populations, are significant. Suicide awareness and prevention groups have highlighted this issue.

For example, Samaritans stated, “Trustworthy data about suicide is essential for understanding the scale of suicide, identifying those most at risk and evaluating the effectiveness of interventions to prevent suicide.” They list as an action point, “Revision to standard of proof used by coroners in the Republic of Ireland to ‘the balance of probabilities.’”

The Irish Probable Suicide Deaths (IPSDS) study, a collaborative project involving the HSE National Office for Suicide Prevention (NOSP), Irish coroners and the Health Research Board (HRB) was published in 2023. The IPSDS noted that coroners may be reluctant to determine suicide, and also that this was found to be the case in England and Wales.

However, HUGG will continue to advocate for the Burden of Proof in Ireland to be changed from the current criminal standard of ‘beyond reasonable doubt’ to ‘the balance of probability’, to enable the accurate record of deaths by suicide in Ireland, which will assist with the implementation of suicide prevention and postvention activities and, ultimately save more lives. In addition, it will provide families who have to attend inquests with less uncertainty on how their loved one died, assist in the provision of greater supports to bereaved families and provide more clarity on the true number of deaths by suicide in Ireland.



Strategic Priority 3:

Grow the number of 'in person' and online peer support groups with the aim of providing nationwide services.

Summary

HUGG Support Groups provide an essential space for individuals bereaved by suicide to share their experiences in a safe non-judgemental space. In addition, facilitating a HUGG Support Group offers people bereaved by suicide 3-years or more a unique voluntary opportunity which supports continued personal growth, also known as post traumatic growth.

Support groups meet monthly or every two weeks, on a Tuesday evening 7.30pm to 9.30pm. Each group is facilitated by a team of 3 local trained volunteers with lived experience of suicide loss. All peer support meetings are facilitated by volunteer facilitators who are not only specially trained to lead Peer Support Group meetings but are also living with suicide loss themselves.

HUGG volunteers share powerful grief-related interactions through their voluntary work. There is evidence of meaningful bonds being formed supporting volunteers to continue to grow around their grief and to expand their worlds.

HUGG began 2024 with 16 HUGG Support Groups; 3 virtual, 1 in-person, and 12 hybrid (where members can attend in-person or virtually). By the end of 2024 HUGG had a total of 20 support groups, offering in person, hybrid or online support options across the country.

Key Outcomes

In February 2024, we launched HUGG Buncrana, in addition to our well established HUGG Letterkenny support group. We foresee HUGG Buncrana as a temporary postvention activity (24 months) to meet the needs of communities across Inishowen, Co. Donegal. Due to the remote location of Inishowen we expect HUGG Buncrana membership to remain small, with consistent attendance by members for a period of time.

Q2 marked the launch HUGG's 17th Support Group; a dedicated suicide bereavement support group for men, led by HUGG male volunteers with lived experience of suicide loss. The launch of this monthly online male only support group forms a critical part of a wider strategy developed by HUGG to reach, engage with, and support, more men impacted by suicide. HUGG created a social media promotional campaign in alignment with 'Men's Health Week' (June 10th – 16th) themed '*Know Your Numbers*'.

HUGG's campaign aimed to disseminate key research findings from the AfterWords survey (O'Connell S, 2022), using plain English. Messaging was designed to communicate the common challenges and risk factors experienced by men following a suicide loss. We continue to make efforts to reach more suicide bereaved men, to invite them to show visible support to fellow men experiencing suicide loss by attending HUGG men, where they can also receive support from their peers if they wish to do so.



Q3 marked the launch of HUGG’s 18th Support Group located in Kildare led by 2 trained volunteers with lived experience of suicide loss. The support group was strategically placed in Naas so it could serve residents in the catchment area of both Kildare and West Wicklow, involving a mix of semi-urban and rural areas with diverse needs. Support from organisations within the Kildare Bereavement Network, the Connecting for Life Kildare and West Wicklow Committee and the Community First Responder Chairman based in West Wicklow, helped to raise awareness of HUGG Kildare. Naas General Hospital, Health & Wellbeing Committee, selected HUGG as its charity partner for their annual Autumn ball. This positive endorsement will help build awareness, and trust with local residents.

Q4 marked the launch of 2 NEW dedicated suicide bereavement support groups in Wexford and Kerry. HUGG Wexford was purposely placed in Barntown making it easily accessible by car, train, and bus to the local community and the wider surrounding towns and villages including those living in Bunclody, Enniscorthy, New Ross, and Blackwater.

HUGG Kerry was strategically placed in Tralee to serve the community and surrounding areas including Killarney, Listowel, Castleisland, Killorglin and Ballybunion.

HUGG closed Q4 with 20 support groups and increase of 4 support groups against 2023 figures.

Peer Support Groups Outcomes

Peer Support Groups	20
Counties	15
Online groups	3
Meetings	336
Attendees	1,539
Hours of Peer Support Delivered	656
Volunteer Facilitators	61

In 2024, HUGG had 20 Peer Support Groups around the country in 15 counties (see map below). Most meetings were hybrid, with the opportunity for members to join remotely, removing barriers to participation such as transport, illness, care duties or bad weather.

During 2024 HUGG's groups had **1,539 attendees** at **336 meetings** and in total HUGG delivered **656 hours** of peer group support. A new support group was established in Kildare in June and another group launched in Kerry in

November 2024. During the year foundations were also laid for new groups in Sligo and Kilkenny, which will be launched in early 2025.

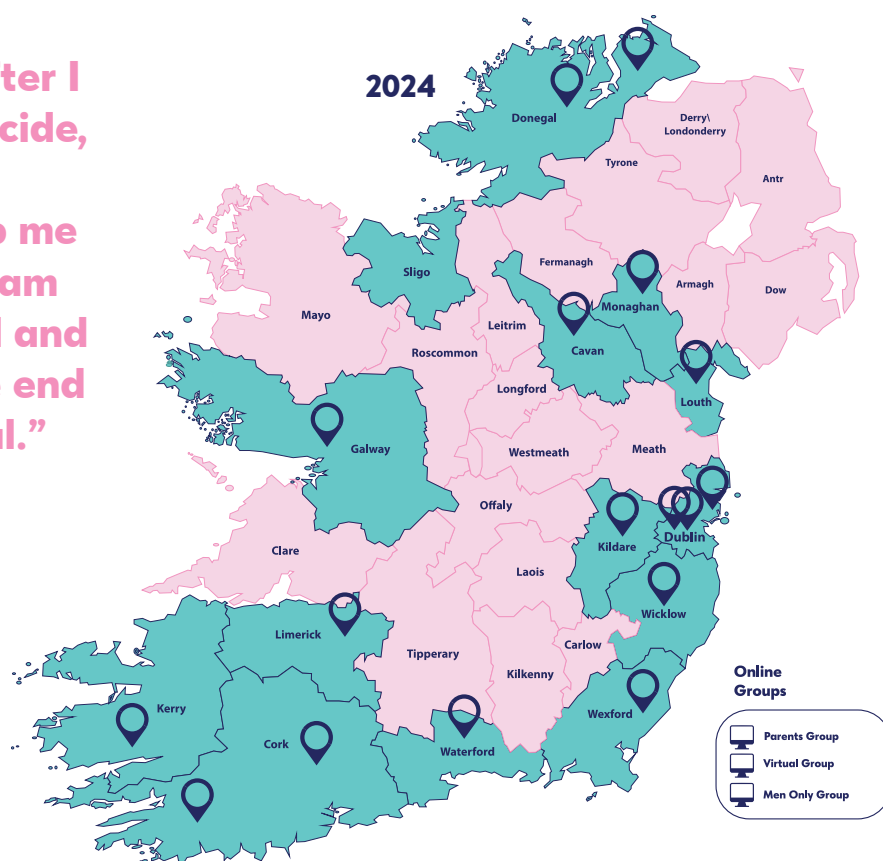
Online only groups in 2024 included HUGG Virtual, HUGG Parents and HUGG Men.

Our 2024 survey of service users revealed that **96% would suggest HUGG Support Groups** to anyone who needed suicide bereavement support. Respondents provided other indicators of positive feedback which are shared here:

“Just that I know I’m among people who have suffered a suicide by a loved one. This helped me to relax more and say what I really felt.”

“Facilitator’s empathic approach help us to share and understand our feelings and emotions.”

“HUGG groups are an absolutely brilliant thing to have available. I felt completely alienated after I lost my best mate to suicide, so to be around people who can relate and help me understand that what I am going through is normal and that there is light at the end of the tunnel is beautiful.”



Key Challenges

In the first quarter of 2024, attracting new members to HUGG Young Adults (ages 18 to 25) and engaging existing members remained challenging. From January to March, we met with various partners who serve or engage with young adults in bereavement, mental health, and wellbeing. Our goal was to understand their experiences, learn about initiatives supporting young adults, and explore potential collaborations to better meet the needs of those bereaved by suicide.

In April 2024, we decided to pause the HUGG Young Adults support group. Instead, we plan to design and deliver a tailored activity to engage young adults bereaved by suicide. We will conduct a co-produced study to identify the supports needed by young adults and determine how to best deliver them in 2025.

HUGG Louth attendance levels remained problematic despite huge efforts within the region to destigmatise suicide loss and raise awareness about the importance of seeking

suicide bereavement support if needed. We took the decision to “pause” the group at the end of December 2024 due to continuous low engagement.

HUGG Men continued to have low engagement, despite advertising campaigns and engagement with stakeholders in the sector who specifically engage with men. Work to explore other pilot programmes began, with co-produced programmes to be rolled out in 2025.

Attracting volunteers to train as HUGG Group Facilitators and Champions remains an ongoing challenge. Trends towards volunteering has changed since COVID-19, with a recent trend of committing to volunteering for a maximum of 12-18 months, from a previous commitment of 2 years.

The cost and management of advertising across social media platforms poses a significant challenge, requiring more financial resources and expertise. We are constantly reviewing strategies to attract new volunteers, engage existing ones, and invest further in volunteer recruitment.



Strategic Priority 4:

Provide social opportunities for people bereaved by suicide

Summary

The AfterWords (’Connell S, 2022) study highlighted the finding that of the 2,413 adults who took part 30% stated that they were reluctant to ask for help and 31% said no help was offered to them after their loss. Most importantly, 93% stated that their bereavement has had a moderate or major impact on their life.

There is a high prevalence of self-harm and suicide among people bereaved by suicide. Proactive outreach and signposting to the services available is essential. Reducing the shame, stigma and social isolation felt by many suicide bereaved individuals and families is essential. So too is enabling people to support each other and feel comfortable talking about suicide.

HUGG event, Finding Hope and Healing After suicide.

Bottom left, Fiona Tuomey, Founder and CEO.

Bottom right, Marie McKeown, HUGG Groups Manager.

Finding Hope and Healing After Suicide Events

These events aimed to connect adults bereaved by suicide, providing a safe and supportive space to meet others with similar experiences. Facilitated by HUGG staff, volunteers, and a specialist speaker, each free event attracted an average of 40 attendees.

Key HUGG staff shared their personal experiences with suicide bereavement, while the specialist speaker offered professional insights on suicide loss, trauma, and grief. Topics covered included discussing suicide grief, positive coping strategies, emotional well-being, and the importance of self-care. We collaborated with HSE Suicide Prevention Officers and other NGOs to highlight available community supports.

These events helped normalize suicide bereavement, raised awareness of available supports, and provided a welcoming space for conversations, hope, and healing.



Say Their Name – Annual Suicide Bereavement Remembrance Service

On 17th November, HUGG hosted its second annual 'Say Their Name' National Suicide Remembrance Event at the Unitarian Church in St Stephen's Green, Dublin.

Additionally, the event was live streamed to a broader audience, including in 9 satellite events around the country in Donegal, Cavan, Cork, Galway, Kildare, Limerick, Louth, Monaghan and Waterford. This enabled people to attend local events or watch remotely from their homes.

HUGG's Annual **Suicide Bereavement Remembrance Event** is a space for reflection, remembrance, and connection. A key part of this event is our **Memory Meadow**, where individuals can place a flower in memory of their loved one—a simple yet powerful act of love and remembrance. Many found this unique tribute deeply moving, offering a moment of peace and reflection. Guests were also invited to say the name of their loved one who died by suicide, honouring their memory in a supportive and understanding community. This event serves as a reminder that while grief can feel isolating, no one has to carry it alone.

During the event speakers who represented a relationship to a loved one lost to suicide, shared heartfelt memories of their loved ones, reflecting on their lives and the deep impact of their loss. Along with these personal tributes, they offered readings and poems, creating a deeply moving and meaningful space for remembrance. Words of hope and encouragement were then shared by Rev Spain and refreshments were provided at each location to allow time for informal conversation and social connection.



Singer Barbara Galvin at the HUGG Remembrance Event, 2024.

Public Events

Thanks to the dedication of our staff and volunteers, HUGG is expanding its national reach and raising awareness of support after suicide. We connect individuals bereaved by suicide with others who have lived experience, fostering meaningful conversations and support.

Key Outcomes in 2024

We hosted 6 'Hope and Healing' events in 2024. In Buncrana, Donegal, Bundoran, Donegal; Limerick City, Limerick; Killarney, Co Kerry and Kilkenny City, Kilkenny and one online in November.

In addition, we attended 46 public events across the country, from attendances in Colleges and Universities; Wellbeing & Family Events; Community Events; collaborative events with other bereavement organizations and events specifically to support the Irish Traveller communities.

Key Challenges

Preventing staff and volunteer burnout and balancing their wellbeing is paramount across all of our activities. HUGG has a small dedicated staff and core cohort of highly trained volunteers. As part of our ongoing commitment to serving the thousands of people in Ireland who have been impacted by suicide, we are mindful of looking after our staff and volunteers. This in turn means that we have to turn down additional opportunities to attend public events, engage in speaking engagements and provide additional social engagement opportunities.

As a young charity we are committed to the ongoing development of our services in line with our available resources and our strategic planning objectives. All events are evaluated in line with our strategic objectives and our financial commitments. The challenge remains to balance ambition and resources, both human and financial.

Strategic Priority 5

Engage in on-going internal and external research and evaluation to support the development of evidence for suicide postvention.

Summary

Review of HUGG's Engagement in Ongoing Research and Evaluation for Suicide Postvention in 2024

HUGG continues to play a pivotal role in advancing suicide postvention through rigorous internal and external research, collaborative partnerships, and resource development. In 2024, HUGG has actively contributed to the evolving evidence base for suicide bereavement support, with significant initiatives and research engagements strengthening its impact.

Key Research Initiatives and Evaluations

NSRF Evaluation: Experiences and Outcomes of Peer Support (O'Connell, 2023)

HUGG has contributed to a critical evaluation by the National Suicide Research Foundation (NSRF) examining the experiences and outcomes of individuals attending suicide bereavement peer support groups. The study provides valuable insights into the effectiveness of peer support in mitigating grief-related distress, fostering resilience, and reducing the isolation felt by those bereaved by suicide. Findings highlight the importance of structured peer support in enhancing emotional well-being and posttraumatic growth.

Exploring Post-traumatic Growth in Suicide Bereavement (Creegan, 2024)

HUGG has engaged with research led by HUGG Volunteer Mark Creegan, focusing on posttraumatic growth among individuals bereaved by suicide. By contributing to the secondary data analysis of the AfterWords national survey, this research aids in identifying key factors that support personal growth and resilience in the aftermath of suicide loss. These findings are instrumental in shaping best practices for support services and policy development.

Resource Development and Dissemination

Launch of Safe Harbour

A major milestone in suicide postvention was the launch and publication of *Safe Harbour*. *Safe Harbour* is an illustrated storybook designed to help children navigate grief following the suicide of a loved one. Developed in collaboration with bereavement experts, including HUGG staff and individuals with lived experience, *Safe Harbour* serves as a vital tool to facilitate conversations about death and suicide in an age-appropriate manner. The storybook, which portrays a young child's journey following the loss of their father, includes a comprehensive guide for parents and caregivers.

HUGG has ensured widespread dissemination of *Safe Harbour* to individuals seeking supports for their bereaved children, key stakeholders, including educators, mental health professionals, and bereavement support organizations.



Top: HUGG Volunteer, Diane Clabby with her daughter, Ava.
Above: Patricia Forde author of *Safe Harbour* with young readers

Collaborations and Network Engagement

HUGG maintains active membership in a range of local and national bereavement networks, reinforcing its role as a key stakeholder in suicide postvention efforts. Through these networks, HUGG collaborates with professionals, support groups, and service providers to enhance service delivery and ensure comprehensive support for bereaved individuals and development of evidence based postvention across Ireland.

Key networks include:

- » **Regional Bereavement Networks** (South Dublin, North Dublin, Kildare, Galway, Limerick, West Cork)
- » **Monaghan Child & Family Support Network (CFSN)** – Integrating bereavement support into family services at the community level.
- » **Dublin South County Connecting for Life Implementation Committee** – Supporting the implementation of the *Connecting for Life* plan for Dublin South Kildare and West Wicklow.
- » **National Office of Suicide Prevention** – Participating in national discussions and information-sharing with NOSP-funded partners.
- » **Suspected Suicide Notification and Response System Advisory Group** – Contributing to the joint working protocol between An Garda Síochána and the HSE to ensure timely support and referral for bereaved families.

Strategic Advisory Roles

HUGG continues to provide expert guidance and lived experience perspectives to multiple steering and advisory groups, ensuring that the voices of those affected by suicide bereavement shape future policies and interventions. Notable contributions include:

- » **Safe Harbour Advisory Group** – Providing guidance for the development and dissemination of the *Safe Harbour* storybook.

- » **Steering Group for Focus Groups on the Needs of Young People Bereaved by Suicide** – Collaborating with the NSRF to ensure research accurately reflects lived experiences.
- » **Dublin South East, Dun Laoghaire, and East Wicklow Oversight Groups** – Overseeing the implementation of the *Connecting for Life* local plan across multiple regions.
- » **NOSP Connecting for Life Evaluation Steering Group** – Contributing to the evaluation and effectiveness of the *Connecting for Life* strategy at the national level.

HUGG Service Evaluation

Anyone who engaged with HUGG in 2024 was invited to let us know how are we doing, using an anonymous survey. This survey was circulated from mid-December 2024 to the 13th of January 2025 using the following communication channels: registered HUGG Group Members, eNewsletter recipients and HUGG Social Media Followers.

Questions were asked around HUGG's Telephone Service; HUGG's Support Groups; HUGG's Website.

Key Findings

Website - 89% of respondents found the website easy to navigate and accessed the information they needed effortlessly. They also stated that they found the Stories of Hope to be most helpful, e.g. "Reading and understanding other people's stories and journeys in the aftermath of suicide and knowing you are not alone in your grief"

Telephone Support Service – 94% agreed with the statement 'I was given the information. This provides evidence of an improvement in meeting service users' information needs/knowledge gap.

It should be noted 2024 saw the creation of NEW resources we can signpost service users to (e.g. Safe Harbour). And, 95% agreed with the statement 'I felt that I was listened to'.



We provided a free text question asking ‘Is there any way we can improve the telephone service?’

Some respondents suggested arranging a time for call backs in advance. This feedback is being considered in our new strategic plan, to examine how HUGG can expand our telephone support service to meet the needs of those reaching out to us.

Support Groups – 96% agreed with the statement ‘If someone I knew needed this kind of support, I would suggest a HUGG Support Group to them’.

Key Outcomes 2024

HUGG’s engagement in ongoing research and evaluation for suicide postvention in 2024 underscores its commitment to evidence-based, compassionate, and community-driven support for those bereaved by suicide. Through rigorous research collaborations, the development of innovative resources like *Safe Harbour*, and active participation in bereavement and advisory networks, HUGG continues to shape the landscape of suicide bereavement support in Ireland.

By bridging lived experience with academic research and policy implementation, HUGG ensures that individuals and families affected by suicide receive the understanding and assistance they need to navigate their grief and foster resilience.

Key Challenges

HUGG has limited human resources to enable engagement in leading collaborative research in suicide postvention. The next iteration of HUGG’s strategic plan (2025-2029) aims to develop a research strategy for HUGG and to employ a research and advocacy officer to amplify HUGG’s voice around suicide bereavement supports and policies and practices.

HUGG is committed to the development of a lived experience panel in 2025 to formally engage in postvention research and policy development and evaluation. This will help to amplify real world voices and living experience to policies and practices across Ireland, which in turn will ensure that real world solutions are embedded in suicide prevention and postvention services.

Our Services

HUGG continues to evolve to meet the needs of those impacted by suicide, offering free support, education, and information services nationwide. In 2024, we relaunched our website, www.HUGG.ie, to provide accessible resources alongside our social media channels. Our telephone support service remains a vital part of our work, offering compassionate listening, practical guidance, and signposting for adults affected by suicide and those supporting them.

Website – www.HUGG.ie

The **HUGG.ie** website remains a key platform for raising awareness and educating the public about suicide grief and available supports. In 2024, we undertook a project to redevelop the website, led by User Experience expert **Pat Ashe** and a team of volunteers from **Verizon Connect**, to enhance the user experience. This process involved research, interviews, content review, and user testing to ensure the site is intuitive, easy to navigate, and reflects HUGG's compassionate ethos.

Launched in **November 2024**, the new website makes it easier for those bereaved by suicide to access information, support, and resources. With a more intuitive design and clearer navigation, users can quickly find the help they need while feeling supported and understood.

The top 3 most visited pages, excluding the home page are, Find Support After a Suicide, Join a Support Group (online registration form) and Resources for grief after suicide. This indicates that people need this specific type of information on how to cope with this traumatic loss and that they want to connect with others who understand this type of grief. Sign-ups for information from our website continue to be strong, with the growth of signups for the HUGG Newsletter and general information from our website forms remaining strong.

HUGG.ie's traffic increased in 2024 by **4,700 visitors (up 26%)** on the previous year. This increase reflects the success of HUGG events, connecting with relevant organisations, the richness of our content and sharing more lived experiences from the users of our services. Social media reach also increased across HUGG's four main platforms (Facebook, Instagram) with an audience of over 1.6 million across the year.

In 2024, HUGG reached over 2 million people through traditional and digital outreach, raising awareness about suicide bereavement and the supports available.

Our media presence included national and local radio interviews, with our CEO featured on primetime slots on RTÉ Radio 1 and Newstalk FM, alongside interviews with HUGG staff and volunteers on regional stations.

On television, HUGG was featured in the *Mental Health - Elephant in the Room* series on Premier Sports in December, where Fiona Tuomey shared her personal story, bringing further visibility to the realities of suicide bereavement. [Watch here.](#)

Through these platforms, we continued to break the silence around suicide loss, reduce stigma, and connect more people to vital support.

Looking ahead, we must ensure compliance with the Website Accessibility Act, coming into effect in June 2025. This legislation introduces new digital accessibility standards, requiring us to invest in external expertise for a comprehensive website audit. The audit findings will guide necessary updates, ensuring our website is fully accessible to all, including those with disabilities. Maintaining an inclusive and user-friendly online presence is essential to HUGG's mission, and additional funding will be needed to meet these requirements.

Marketing

In our continued efforts to support adults bereaved by suicide, we collaborated with an external art director to enhance our content. Like many of our partners, this designer brings a rich blend of creative expertise and personal experience with suicide loss. This unique combination has advanced our marketing and communications, ensuring they are both compassionate and engaging.

We refreshed our marketing materials, including our leaflets, information cards, and online resources.

Our social media content themes included:

Grief Education: How to support someone bereaved by suicide.

Research Statistics: Insights into post-traumatic growth.

Mental Health Awareness: Understanding the complexities of grief after suicide.

Calls & Emails from people seeking support	1,798
People receiving specific resources	290
People signposted to more services	272



Key Challenges:

In August 2024, Meta discontinued its advertising coupon programme for registered charities, which had previously provided up to €250 per month in free media spend. This change has left a significant gap in our ability to reach and engage our audience through this key platform. In addition, Meta's removal of free account management has further compounded the challenge. Previously, we relied on a volunteer to support our media management, but as our social media presence grows, it has become clear that we need additional resources to manage and optimise our campaigns effectively. This gap in expertise—particularly in media buying, optimization, and reporting—will be addressed as part of our new strategy and digital transformation plans, ensuring we have the necessary investment and expertise to maintain a strong and impactful social media presence.

Telephone Support in 2024

In 2024, HUGG responded to 1,798 calls and inquiries from the public regarding suicide bereavement support, representing a 16% increase compared to 2023.

Enquiries are made through HUGG's phone answering service, email, or social media direct messaging.

Each query is met with a compassionate and knowledgeable response from our highly trained staff, who offer active listening and provide signposting to appropriate support services, both within HUGG and through other organizations.

Key supports offered include referrals to nearby HUGG Peer Support Groups, guidance on local services tailored to the individual's needs, and distribution of essential resources such as *You Are Not Alone*, the national suicide bereavement support guidebook (HSE), and *Safe Harbour*, an illustrated book supporting children bereaved by suicide.

Callers at a glance:

- » **32% of callers lost a loved who were aged 31-50 years old**
- » **29% of callers lost a loved who was aged 16-30 years old**
- » **21% of callers lost children under 16 years old**

In 2024 the Telephone Support team had to make three crisis interventions with people they spoke to who expressed suicidal ideation. This highlighted the vital and life-saving service that HUGG provides.

Positive feedback from callers included:

"It was so refreshing to talk to a person that, for the first time in weeks, understood me."

"It honestly meant a lot to talk to someone about my daughter."

"Thank you once again for your condolences, compassion and for sharing your experience."

"I wanted to say thank you for getting back to my partner so quickly and for referring him for further support."

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 2024, in finance and telephone support.

The following employees make up the core staff of HUGG in 2024:

Fiona Tuomey

– CEO (full time)

Arlene Hanratty

– Marketing & Administration Officer (part time)

Marie McKeon

– Groups Manager (part time)

Sandra Anderson

– Telephone Support
(part time, formerly Groups Administrator)

Sheila Stapleton

– Telephone Support (part time)

Stephen Keating

– Finance Administrator (part time)

Mary Anne Stokes

– Donor & Development Manager
(full time from August 2024)

On joining HUGG and prior to carrying out activities on its behalf, all staff members are afforded time to read the organisation's key policies and procedures which sets out the rights, responsibilities and conduct required of employees and of the organisation. All employees are required to sign a declaration acknowledging they have read and understood the organisation's policies and procedures.

HUGG utilises an external HR consultant to ensure it remains compliant with employment legislation and ensure remuneration and benefits are benchmarked against industry standard.



Fiona Tuomey is the CEO and founder of HUGG, which she established in 2017. She has a strong background in sales and marketing, formerly running her own publishing company; and working with the commercial radio station Today FM and in Alumni Relations with UCD. She has an MSc in Loss & Bereavement from RCSI, which she was awarded in 2018



Arlene Hanratty is the Marketing and Administration Officer at HUGG, where she plays a key role in raising awareness of HUGG's services. With a background in marketing, client services and account management, Arlene implements all marketing activities, including advertising, communications, events and community fundraising.



Mary Anne Stokes is the Donor Development & Partnerships Manager with HUGG. She has 20 years' experience in the non-profit sector working across various areas such as homeless services, overseas development, education and social entrepreneurship. Her key professional skills are in project management, grant writing and making meaningful connections between generous donors and life changing work.



Stephen Keating, is the Finance Administrator. He is responsible for maintaining day-to-day operations of finance, ensuring accurate and timely financial reporting, including monthly management of accounts, budget analysis, and annual audit preparation.



Sandra Anderson, works within HUGG Telephone Support. She connects people who have been bereaved by suicide to HUGG services and other relevant resources. She is often the first point of contact when someone reaches out to HUGG. Her kindness and compassion give comfort and hope those who need it.

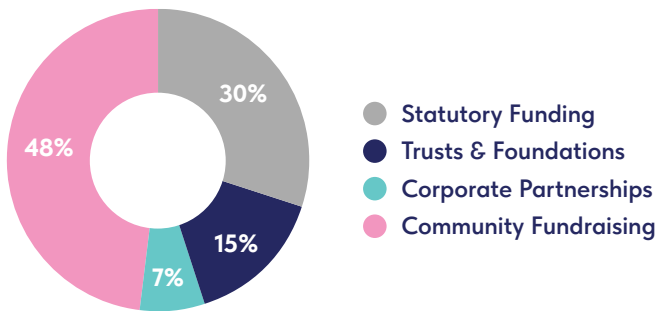


Sheila Stapleton, works within HUGG Telephone Support. She manages and maintains our suicide bereavement support line. She directly connects with those who are bereaved by suicide and is often the first point of contact when someone reaches out to HUGG. She lends a compassionate ear, answering queries about HUGG and, where appropriate, signposts to other services.



Marie McKeon, HUGG Groups Manager. Her initial role was solely focused on recruiting, training, mentoring and supporting volunteers. Her role has since expanded into the development of new evidence-based peer support service offerings to help reach more people living with suicide grief. Marie has a deep-rooted understanding of the importance of evidence-based interventions, implementation plans and evaluation.

Investors & Supporters



In 2024 HUGG’s income was €478,878 an increase of 63% on 2023. In 2024 almost half of HUGG’s funds came through community fundraising and individual donors around Ireland. Community fundraisers have generously given their time and energy to organise events, take on physical challenges or engage the will of friends and family to raise these much-needed funds to support our work. It should be added that over half of the funds raised at community level are *in memoriam* – donated in memory of a loved one lost to suicide.

In 2024, we were fortunate to be supported by many incredible fundraising events including:

Hills4HUGG, an extraordinary challenge where five men spent 48 hours climbing the four highest peaks in Ireland, culminating in a marathon in Dundalk. This event raised €11,000 in memory of those lost to suicide and aimed to encourage men to open up about their mental health and experiences with suicide bereavement. The dedication and spirit shown by them helped to shine a light on the importance of mental health conversations, especially within male communities



Hills4HUGG Fundraising team: Diarmuid Corcoran, Lorcan Fisher, Shaun Watters, Ciaran Sheridan and Stephen O'Neill.



Fiona Tuomey, Founder and CEO, HUGG and Christine Littlefield, CEO, The Care Trust

The **Coyne Family Tractor Run** was a truly heart-warming and impactful event. Kevin Coyne and his family raised a remarkable €20,000 as part of a larger fundraising memorial in honour of their brother and son Barry Coyne.

This generous donation is a testament to the love and respect Barry's family and community have for his memory, and it will go a long way in supporting HUGG's mission.



The Coyne Family with CEO, Fiona Tuomey

The **Live Charity Gig from the Irish Frequency** was organized by Craig, whose reason for choosing to fundraise for HUGG was deeply personal. Craig lost his best friend, Aaron, to suicide, and this music event served as both a fundraiser and a heartfelt tribute to Aaron's memory.

The event raised €2,000, and Craig's efforts were a powerful reminder of how personal loss can inspire meaningful action to support others who are grieving.

We are incredibly grateful for the time, energy, and generosity that made each of these events a success, and for the community spirit they fostered in support of HUGG's work.



Craig Brennan and friends at his fundraising event - 'Live Charity Gig'.

Statutory funding represents the next largest portion of HUGG's income – this is primarily through the HSE National Office of Suicide Prevention's service level agreement with HUGG to provide bereavement support services around Ireland. In 2024, we received a total of €35,306 income through our work with regional CHO offices of the HSE, as well as €101,134 from the National Office of Suicide Prevention. 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 2024.

Trusts, Foundations, and Corporate partnerships make up the remainder of HUGG's funding. We would like to extend our heartfelt thanks to *The Care Trust*, a key partner since 2022, whose significant investment has been instrumental in supporting our work.

We are grateful to *Irish Steel*, who joined us as a partner in Q4 of 2024, contributing to the continued success and growth of our mission

Other significant partnerships enhancing HUGG's impact are with the Dalata Hotel Group and Bauer Media. Since 2017 HUGG meetings have been kindly hosted in Dalata hotels in Dublin, Galway, Limerick, Cork and most recently Sligo. Bauer Media have given HUGG over one hundred hours of radio advertising at both local and national level. These pro bono partnerships have been instrumental in establishing HUGG as a national organisation.

Historically, HUGG has relied predominantly on unrestricted once-off donations, individual-led community fundraising events and corporate donations as the main sources of fundraised income. At the end of 2023, there was a recognised need to diversify funding sources and explore new strategic partnerships and philanthropic opportunities for sustained growth. HUGG's new fundraising strategy for 2024-2026 represents a comprehensive and ambitious plan to secure the financial resources necessary to advance the organisation's vital mission of providing compassionate support to individuals and families bereaved by suicide.

The supporting fundraising implementation plan details key activities, KPIs, interdependencies, responsibilities and timelines from 2024 through to 2026. All fundraising initiatives are strategically aligned with the organisation's core values, programmatic priorities, and long-term vision of fostering resilience and healing in the face of profound loss. Financial targets and Key Performance Indicators were established to measure the impact of these proposed fundraising activities. By tracking progress against these benchmarks, HUGG is ensuring accountability and optimising resource allocation.

We are thankful that the high level of support demonstrated for HUGG again in 2024, allowed us to end the year in a strong financial position – with a surplus and a continued steady growth in income year on year.



Pat Enright, Technical and Compliance, Irish Steel; Fiona Tuomey, CEO and Founder, HUGG; Mary Anne Stokes, Donor Development & Partnerships Manager, HUGG; Tony Nerney, Marketing and Membership, Irish Steel.

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Section 3

Governance, Structure and Management

Corporate Structure

HUGG is a company limited by guarantee, incorporated and registered in Ireland.

Board of Directors

The role of the Board of Directors is to provide strategic oversight of HUGG's operations and to ensure compliance with statutory obligations and the Charities Governance Code. By the end of 2024 there are eight Directors on the Board.

Tom Rourke (Chairperson), Ronnie O'Toole (Vice Chair), Catherine Brogan, Board Member (appointed November 2020), Victoria Groom, Board Member (appointed September 2023), Laura McDonnell, Board Member (appointed June 2020), Una Moore, Board Member (appointed December 2022), Georgina O'Leary, Board Member (appointed February 2024, appointed 14.02.2024, resigned in January 2025) and David Varian, Board Member (appointed May 2021). In addition, Michael Greaney, Board Member (appointed 22 January 2025) and Ian O'Brien, Board Member (appointed 22 January 2025) have been appointed since 31 December 2024.

Company Secretary Caroline Kirby

Tom Rourke

Tom was appointed Chairperson of HUGG in March 2023. He has had a long career in ICT, Financial Services and Education and is Vice President: Design, Insights & Innovation at Kyndryl. Tom's experience as a non-executive director in the non for profit sector includes a number of years on the board of Unicef Ireland and as Chairman of Fast Track to Information Technology (FIT) Ltd. Tom is a graduate of Trinity College Dublin, the UCD Smurfit School of Business as well as holding a Certificate in Executive Leadership from Cornell University

Catherine Brogan

Catherine has an established track record of formulating, implementing and refining strategy, coproducing and delivering training programmes, adept at event organisation as well as managing the professional development of staff. In 2001, in a voluntary capacity, Catherine co-founded and co-ordinates Turas Le Cheile which provides compassionate support for those bereaved, including those bereaved by suicide, and the

provision of Psychological First Aid to communities in the aftermath of tragic incidents. She is Chair of the National Implementation and Monitoring Steering Committee (NIMC) for Sharing the Vision, Ireland's National Mental Health Policy and is a Senior Policy Advisor on co-creation with Mental Health Europe. Among Catherine's portfolio are qualifications in nursing, project management, events management, executive coaching, QQI in Training, Delivery, Evaluation, Certification in Charity Law, Governance, and Trusteeship with the Law Society.

Ronnie O'Toole

Ronnie is an economist with a strong interest in applied policy implementation. He is a specialist adviser on applied sectoral assignments for government departments and EU clients. He has a Ph.D. in Economics from the University of Dublin, Trinity College, is a Partner of London Economics, and previously worked as Chief Economist of Danske Bank, ran the National Payments Plan in the Central Bank of Ireland, and worked in trade policy for the Irish Government. He is based in both London and Dublin.

Laura McDonnell

Laura has over 15 years of marketing experience, encompassing digital marketing, brand building, PR and communications, international marketing and stakeholder relationship management. She has a strong track record of building brands, most notably Keelings, Bewley's and as the head of a global marketing department for the Irish sports apparel business, Horseware Ireland. She holds a Masters in Marketing and is a Member of the Marketing Institute in Ireland. Currently, she is Head of Communication & Policy at Clúid, Ireland's leading Approved Housing Body (AHB).

Una Moore

Una joined the HUGG Board in December 2022. Una has over twenty years' experience in the areas of medicine regulation and is currently working as a lecturer in the Royal College of Surgeons in Ireland. Before this, she worked in the Health Products Regulation Authority. Una is a science graduate of Trinity College Dublin and has a Ph.D. in Medicinal Biochemistry awarded from University College Dublin in conjunction with the Royal College of Surgeons, Dublin. She also holds a certificate in Leadership Development certified by the Institute of Leadership and Management, Staffordshire, UK, and a Higher Diploma in Education awarded from Trinity College Dublin.

David Varian

David is a Business Studies graduate of Trinity College Dublin and a Chartered Accountant. He has over thirty years of financial experience in the industry. David sits on several Boards as a Non-Executive Director, typically heading up the Finance committee and/or the Remuneration Committee. After some full-time CFO roles in his early career, in 2002 he established his own Interim Financial Control and General Financial Consultancy business. He has a breadth of experience in dealing with the financial function of many companies. He typically works closely with owner managers & senior management and in the course of this business, he has spent much time implementing financial control, financial reporting, and financial systems while assessing the key business success factors that affect start-up and high-growth companies.

Victoria Groom

Joining the HUGG board in September 2023, Victoria has over two decades of experience across several industries and major Irish brands. Currently serving as a senior executive in the retail energy industry, working across multiple geographies to successfully drive strategy development and implementation, brand strength, and new growth opportunities, Victoria marries her commercial experience with the lived experience of suicide bereavement to bring a unique perspective to the HUGG Board.

Ian O'Brien

Ian joined the HUGG Board in Q1 of 2025. He holds a Masters degree in Economics from University College Dublin (UCD) and has spent 13 years driving operational excellence in Multinational companies, including Flutter Entertainment (Paddy Power Betfair) and Meta. Beyond his professional accomplishments, Ian is a keen sports coach, actively involved in mentoring local GAA and Football sports teams.

Michael Greaney

Michael joined the Board of HUGG in early 2025. He has over twenty-five years' experience in the Financial Services industry and he is Managing Director of a Fund Management Company, while he also acts as Group Financial Controller of a Property Company. Before this, Michael spent several years with ABN AMRO Bank in various roles, including a secondment to the Dublin office in 2004 to act as Deputy CFO, having previously headed up the Shared Services operation in Manchester. He held various senior roles in London, having previously worked in West Landesbank and Lloyds TSB Plc. Michael is a Chartered Accountant (FCA), having qualified while working for an audit firm in 1996. He graduated from NUIG with a Bachelor of Commerce.

Board Skills & Experience

A summary of the Board's diversity in skills and experience in 2024 is set out in the table below.

	Tom Rourke	Ronnie O'Toole	Catherine Brogan	Una Moore	Victoria Groom	Laura McDonnell	Georgina O'Leary	David Varian
Leadership & Strategy	X	X	X	X	X	X	X	X
Financial Expertise								X
Marketing					X	X		
Compliance				X				
Mental Health			X					

Board Committees

The following committees are in place to assist the Board in exercising its functions: Finance & Audit; Remuneration; Nominations; Funding; and Governance, Risk & Compliance (GRC).

The **Finance & Audit Committee** exercises oversight of finances and monitors and advises on financial risk.

The **Remuneration Committee** manages the individual remuneration and employment of the CEO and other senior management positions, as well as having oversight of any remuneration or benefits paid to other employees employed directly by HUGG.

The **Nominations Committee** assist the Board with the interview and recruitment of new board appointees.

The **Funding Committee** assists the Board and the Donor Development & Partnerships Manager in planning, coordinating and implementing all fundraising activities in support of the programmes, projects and activities of HUGG.

The **Governance, Risk & Compliance Committee** assists the Board in fulfilling its oversight responsibilities in the areas of risk management, statutory compliance and corporate governance.

Board Meetings (attendances)

Attendance during the year for scheduled board and committee meetings is set out in the table below.

	Board (of 7)	Funding (of 2)	Governance, Risk & Compliance (of 2)
Tom Rourke	5		
Ronnie O'Toole	7	2	
Catherine Brogan	6	2	2
Victoria Groom	7	1	
Laura McDonnell	7	2	
Una Moore	6		2
Georgina O'Leary	2		0
David Varian	7		
Caroline Kirby	6		2

Conflicts of Interest Policy

Conflict of interest is a standing item on the agenda, with any declared conflicts of interest included in the minutes. The 'HUGG Conflicts of Interest Policy' was revised and adopted at the July 2020 Board Meeting. The policy was reviewed and updated in October 2023.

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 need's basis.

Board recruitment, induction and Development

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 sought using Board Match, ActivLink, The Wheel and Social Media.

As of the end of 2024 there were eight Trustees on the Board, a full time CEO and a volunteer who is a qualified Company Secretary.

Board roles and responsibilities for HUGG are discussed and agreed with each potential Board Member prior to joining the Board. The HUGG Constitution, the HUGG strategic Plan, and other relevant documents are shared with all Trustees and are included in the Induction Pack received by all new Trustees. The Chair, CEO and Company Secretary are jointly responsible for reviewing and updating the Induction Pack.

Each new Trustee is provided with an Induction Pack which includes the following:

- » HUGG Guiding Principles
- » Code of Conduct for Trustees
- » Conflict of Interest Policy
- » Declaration of interest
- » ODCE information book the duties and powers of company directors
- » Charities Regulator infographic on the legal duties of charity trustees

All new directors are required to review and sign the HUGG Code of Conduct for Trustees

Governance is a Standing Item at every Board Meeting

Engagement and Communication with Stakeholders

HUGG publishes a quarterly digital newsletter, shared with our database. The average open rate of 50% continues to exceed the industry average of 20-30%.

Content themes include:

- » Promoting our telephone support line and peer support groups,
- » Stories of hope, written by individuals with lived experience, sharing their personal journey through loss and how they coped, which resonates deeply with our readers
- » Educational articles on coping with grief after suicide
- » Information about events hosted by HUGG or where we participated with an information stand, offering opportunities for people to engage with us in person
- » Opportunities to join research and evaluation initiatives focused on suicide prevention

These content themes consistently spark high engagement as they provide a platform for connection, support, and shared experiences within our community. We are dedicated to continuing these meaningful conversations and offering spaces for people to connect, learn, and heal.



Ruth's Hope Story and an article for the HUGG newsletter by Fiona Tuomey, Founder and CEO, HUGG

During the period 1 January – 31 December 2024, HUGG met with a range of organisations and provided a number of information sessions about its services to the following groups:

Enhanced Lived-Experience Integration

Integrating lived-experience perspectives is central to our mission and impact. We actively invite volunteers, staff members and individuals with lived experience of suicide, to contribute to the broader conversation on suicide and suicide bereavement. This integration occurs through various channels, including committee work, research collaborations, surveys, public webinars, and events with other organisations working across communities nationwide. By amplifying these voices, we ensure that the experiences and insights of those most affected by suicide shape our work and inform the public dialogue on this critical issue.

Radio & TV Interviews

In 2024, HUGG team and volunteers also participated in radio interviews with the following:

- » 52 National & Local Radio Interviews
- » 49 National & Local Press articles
- » 1 TV interview

Risk Management (Top Risks)

HUGG has maintained a Risk Register since 2020 which is reviewed regularly and presented to the Trustees at each Board meeting. In December 2023 the Trustees agreed to establish and Governance, Risk and Compliance committee to provide additional oversight in the area of risk management.

At the September 2024 meeting it was agreed that an Audit and Risk Committee be established to oversee financial policies and procedures. Three trustees have been appointed to this Committee. Draft terms of reference for the committee are due to be circulated for comment at the October 2024 HUGG meeting.

HUGG uses a Risk Register to monitor and implement appropriate controls arising from the risks across its entire range of activities. All legal, financial, strategic, operational, environmental and reputational risks are reviewed by the organisation and HUGG's Governance, Risk and Compliance Committee on a bi-monthly basis.

The Risk Register is examined by the HUGG's Governance, Risk and Compliance Committee at each meeting with a particular focus on any new risks, or increases in the likelihood of existing risks. The Board is updated at each meeting on proposed changes to the Risk Register and on any updates to internal procedures and policies needed to reduce or mitigate new or existing risks.

The key risks identified in 2024 were:

1. Failure to deliver on strategic objectives
2. Departure of Key Staff
3. Stakeholders lose confidence in HUGG
4. Loss of client or organisational data arising from a breach in data protection or technical issues.

The mitigation plans included

1. Development of annual report for publication on website. New strategy planning process. Continue with the ongoing work on the development of a strategic plan for the next three to five years.
2. Succession plan for CEO and other key personnel developed. Staff reviews and remuneration strategy in place.
3. External fundraising strategy developed to ensure adequate funding, procedures in place to ensure recruitment of high-quality personnel; plans to develop a crisis communication policy.
4. Data protection controller appointed, all data protection policies reviewed and all staff required to undertake data protection training; active discussions underway to secure formal technical support and to enhance training of staff on HUGG's IT infrastructure.

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.

A Board meeting is held approximately once every six weeks. At each and every Board meeting the Trustees review the following Standing Items:

- » Strategy
- » Finance
- » Operations
- » Governance
- » Items for Board Consideration or Approval
- » Risk Register

All actions are recorded and followed up at each meeting.

A budget associated with the operational plan, which includes key performance indicators, is approved annually.

Investment

HUGG invested funds into two short term fixed deposit accounts to avail of interest on funds held. €100,000 for 6 months @ 1.5% and €25,000 for 12 months @2.5%

Governance code compliance

HUGG complies with the Charities Governance Code and meets the additional standards that reflect best practice for complex charities.

Director's remuneration

No remuneration or other benefits were paid to any directors directly or indirectly. No expenses were incurred by the directors in 2024.

HUGG Personnel

The CEO's salary for the year was €72,500. The CEO is appointed by the Board of Directors however is not a board member.

In 2024, all other staff members fell within the following bands:

10,000 – 19,999	3
20,000 – 29,999	1
30,000 – 39,999	1
40,000 – 49,999	0
50,000 – 59,999	1

Performance Management

One week prior to each board meeting, the Board of Directors receive a pack which includes the agenda and supporting documents which will be up for discussion, this allows the Directors to adequately prepare. They also engage in a Board performance review annually which assists in identifying specific development needs of the board for the forthcoming year.

HUGG is committed to providing the right conditions and support for everyone to achieve excellence. In order to ensure staff members can perform their roles to the highest of standards, HUGG's CEO carries out regular discussions with members of their team about their development needs and aspirations. This includes ensuring that regular reviews are scheduled throughout the year to monitor an individual's progress against individual and organisational objectives set and jointly evaluating future training and development needs, with both parties taking the initiative.

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.

Business Review and Financial Results

There was a net positive movement of €18,840 (2023: €7,292) in funds for the financial year 2024. Our gross income in 2024 was €478,878 (2023: €293,418) this is showing an increase of €185,460 in gross income.

Expenditure was €460,038 (2023 €286,126), the increase is mainly due to wages, venue cost and advertising costs.

At the end of the year, the charity had current assets of €328,479 (2023: €333,033) and current liabilities of €92,583 (2023: €115,977). Total charity funds increased from 2023 to 2024 by €18,840.

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.

HUGG has board-approved reserves as part of its good governance requirements and to ensure strong financial controls and the internal management of its resources. HUGG's reserves policy stipulates that the organisation must hold a minimum of three months' reserves equal to its average expenditure. This would facilitate the remuneration of employees and maintain the organisation's running costs for the period until new funding can be sourced.

Reserves can be used to:

- » Cover gaps in available funding as HUGG does not have any long term guaranteed annual income
- » Fund shortfall in income being received from funders
- » In the event of an unexpected difficulties or crisis.

Both the Finance & Audit subcommittee and the Board consider the level of reserves HUGG has in place on a bi-monthly basis, it is a fundamental part of the organisation's planning, budget and forecasting cycle. It informs our strategic and budgetary planning and future activities.

As of the 31st December 2024, HUGG had unrestricted income of €182,781 based on an average 3 month's expenditure of €66,008 HUGG follows its minimum reserves policy.

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.

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 4/6/2025 and signed on its behalf by:



Tom Rourke
Director



David Varian
Director

Directors' Responsibilities Statement

for the financial year ended 31 December 2024

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
4/6/2025 and signed on its behalf by:**



Tom Rourke
Director



David Varian
Director

Section 4

Financial Report



Independent Auditor's Report

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

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 2024 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 2024 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.

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 62, 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.

Further information regarding the scope of our responsibilities as auditor

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.

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.



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

Date: 4/6/2025

Statement of Financial Activities

(Incorporating an Income and Expenditure Account)

for the financial year ended 31 December 2024

	Notes	Unrestricted Funds 2024 €	Restricted Funds 2024 €	Total Funds 2024 €	Unrestricted Funds 2023 €	Restricted Funds 2023 €	Total Funds 2023 €
Income							
Donations and legacies	4.1	182,721	296,157	478,878	133,306	160,112	293,418
Expenditure							
Raising funds	5.1	73,435	100,570	174,005	62,146	-	62,146
Charitable activities	5.2	34,727	168,757	203,484	-	167,873	167,873
Other expenditure	5.3	43,653	38,896	82,549	56,107	-	56,107
Total Expenditure		151,815	308,223	460,038	118,253	167,873	286,126
Net income / (expenditure)		30,906	(12,066)	18,840	15,053	(7,761)	7,292
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the financial year		30,906	(12,066)	18,840	15,053	(7,761)	7,292
Reconciliation of funds:							
Total funds beginning of the year	10	136,638	80,418	217,056	121,585	88,179	209,764
Total funds at the end of the year		167,544	68,352	235,896	136,638	80,418	217,056

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 4/6/2025 and signed on its behalf by:



Tom Rourke
Director



David Varian
Director

Balance Sheet

as at 31 December 2024

	Notes	2024 €	2023 €
Current Assets			
Cash at bank and in hand		328,479	333,033
Creditors: Amounts falling due within one year	8	(92,583)	(115,977)
Net Current Assets		235,896	217,056
Total Assets less Current Liabilities		235,896	217,056
Funds			
Restricted trust funds		68,352	80,418
General fund (unrestricted)		167,544	136,638
Total funds	10	235,896	217,056

Approved by the Board of Directors on 4/6/2025 and signed on its behalf by:



Tom Rourke
Director



David Varian
Director

Notes to the Financial Statements

as at 31 December 2024

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 2024 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.

Notes to the Financial Statements (continued)

2. Summary Of Significant Accounting Policies (continued)

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.

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	2024	2023
	€	€	€	€
Donations	182,721	-	182,721	133,306
Charitable Activities	-	296,157	296,157	160,112
	182,721	296,157	478,878	293,418

5. Expenditure

5.1 Raising Funds

	Direct Costs	Other Costs	Support Costs	2024	2023
	€	€	€	€	€
Staff costs	49,370	-	16,013	65,383	32,210
Marketing and Events	42,646	-	58,973	101,619	27,329
Telephone and computer cost	2,025	-	4,978	7,003	1,691
Travel expenses	-	-	-	-	916
Total	94,041	-	79,964	174,005	62,146

Notes to the Financial Statements (continued)

5. Expenditure (continued)

5.2 Charitable Activities

	Direct Costs €	Other Costs €	Support Costs €	2024 €	2023 €
Staff costs	105,420	-	-	105,420	102,777
Peer group operating & professional cost	53,232	-	30,000	83,232	51,200
Telephone and computer cost	-	-	4,955	4,955	10,628
Travel expenses	8,544	-	-	8,544	2,541
Other expenses	1,333	-	-	1,333	727
Total	168,529	-	34,955	203,484	167,873

5.3 Other Expenditure

	Direct Costs €	Other Costs €	Support Costs €	2024 €	2023 €
Staff costs	47,669	-	-	47,669	36,505
Telephone and computer cost	3,868	-	2,477	6,345	3,530
Travel expenses	2,025	-	-	2,025	916
Insurance	1,548	-	-	1,548	1,456
Accountancy	6,913	-	-	6,913	10,677
Bank charges	755	-	-	755	703
Office expenses	1,260	-	4,894	6,154	961
Other expenses	-	11,140	-	11,140	1,359
Total	64,038	11,140	7,371	82,549	56,730

5. Expenditure (continued)

5.4 Five Year P&L Summary

	2024 €	2023 €	2022 €	2021 €	2020 €
Income					
Restricted funds	296,157	160,112	165,785	41,574	-
Unrestricted funds	182,721	133,306	113,635	45,629	31,355
Total Income	478,878	293,418	279,420	87,203	31,355
Expenditure					
Staff costs	218,472	171,492	79,641	3,222	-
Other Charitable Operations	98,064	63,242	57,265	16,076	14,613
Other Raising funds	108,622	29,936	11,236	11,575	6,188
Other expenditure	34,880	21,456	11,057	3,351	3,365
Total Expenditure	460,038	286,126	159,199	34,224	24,166
Net income	18,840	7,292	120,221	52,979	7,189
Restricted Reserves at 31 December	68,352	80,418	88,478	15,432	-
Unrestricted Reserves at 31 December	167,544	136,638	121,286	74,111	36,564
Total Reserves	235,896	217,056	209,764	89,543	36,564

6. Analysis of Support Costs

	2024 €	2023 €
Staff costs	16,013	11,787
Peer group operating & professional cost	30,000	804
Telephone and computer cost	12,410	6,763
Marketing and Events	58,973	9,256
Other expenses	4,894	180
Total	122,290	28,790

Notes to the Financial Statements (continued)

7. Employees and Remuneration

Number of employees

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

	2024 Number	2023 Number
Management, Support and Administrative	7	5

	2024 €	2023 €
The staff costs comprise:		
Wages and salaries	197,625	153,659
Social security costs	20,847	15,979
	218,472	169,638

Below is the breakdown of staff salary band:

	2024	2023
Salary benefits in excess of €50,000	1	1
Salary benefits between €20,000 to €50,000	3	2
Salary benefits below €20,000	3	2
	7	5

8. Creditors

	2024	2023
	€	€
Amounts falling due within one year		
Trade creditors	5,903	7,538
Social security costs	7,239	4,922
Accruals	11,441	7,517
Deferred Income	68,000	96,000
	92,583	115,977

9. State Funding

The following information in relation to grants is given to comply with the Department of Public Expenditure and Reform Circular 13/2014:

Agency	Government Department	Grant Programme	Term	Deferred from prior year	Total Fund Received in CY	Total fund spent	Total Fund Deferred
HSE	Department of Health	Mental Health (National)	1 Year	€20,000	€101,134	€121,134	Nil
HSE	CHO4	National Lottery	1 Year	Nil	€4,000	€4,000	Nil
HSE	CHO5	National Lottery	1 Year	Nil	€2,809	€2,809	Nil
HSE	CH03	Mental Health	1 Year	Nil	€8,519	€8,519	Nil
HSE	CHOI*	Mental Health	1 year	€9,194	Nil	€9,194	Nil
HSE	CHO7	Mental Health	1 year	Nil	€3,000	Nil	Nil

The board confirms that the funding was used in accordance with the conditions outlined in each letter of offer and that there are adequate controls in place to manage grant income. All grants received are revenue grants and no capital grants were received during the year.

The grants are restricted and used solely in the provision of services in line with the company's charitable objectives.

Notes to the Financial Statements (continued)

10. Funds

10.1 Reconciliation of Movement in Funds

	Unrestricted Funds €	Restricted Funds €	Total Funds €
At 1 January 2023	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
Movement during the financial year	30,906	(12,066)	18,840
At 31 December 2024	167,544	68,352	235,896

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 2024 €	Income €	Expenditure €	Transfers Between funds €	Balance 31 December 2024 €
Restricted funds					
Restricted	80,418	296,157	308,223	-	68,352
Unrestricted funds					
Unrestricted General	136,638	182,721	151,815	-	167,544
Total funds	217,056	478,878	460,038	-	235,896

HUGG has a policy to maintain 3-6 months of expenditure in reserves. In 2024 it delayed certain expenditure until 2025 so the reserves increased in 2024. The Board also recognise that there is a fine balance between spending funds and maintaining financial stability.

Notes to the Financial Statements (continued)

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. Approval of Financial Statements

The financial statements were approved and authorised for issue by the Board of Directors on 4/6/2025.

Support

If you have been bereaved by suicide and would like information on support please contact us.

01 513 4048

support@HUGG.ie

www.HUGG.ie

For general enquiries, email
info@HUGG.ie



Partner with us to bring hope to those bereaved by suicide

To learn how you can support HUGG,
contact Mary Anne Stokes
Donor Development & Partnerships Manager
maryanne@HUGG.ie 083 166 2869



HUGG
SUPPORT AFTER SUICIDE

Company Registration No. 640420
CHY No. 22421
Registered Charity No. 20204480

Registered Business Address:
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www.HUGG.ie