

REGISTERED CHARITY NUMBER: SC038381

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 March 2013
for
Mind Your Head

Mind Your Head

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for the Year Ended 31 March 2013

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Mind Your Head

Chairman's Report for the Year Ended 31 March 2013

We have continued to grow and develop over the last year, which has been our busiest to date. It was exciting to see so many initiatives launched and work delivered in all areas of Shetland. We are starting to see that we are making a difference but there is still more for us to do.

Through our work we have learned a lot and as a result of that we are planning changes to what we do. We recently agreed a new organisational promise which details our plans for the next three years. These include the introduction of a support service in 2014, a focus on men's mental health, local community based training on various aspects of mental health and wellbeing as well as continued efforts in awareness raising and tackling the stigma of mental health throughout the community.

I would like to extend my thanks to our board who have shown commitment and a shared passion for our cause. I would also like to thank our advisors, Karen Smith and Diane Taylor, for their assistance and invaluable support. On behalf of the board I would like to thank our staff team, Jenny Teale and Jacqui Clark., for their dedication and hard work.

Finally, our work would simply not be possible without the generous continued support of the Shetland community. Thank you to everyone who has helped us, in any way, over the last year.

Mind Your Head

Report of the Trustees for the Year Ended 31 March 2013

The trustees present their report with the financial statements of the charity for the year ended 31 March 2013. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

Mind Your Head was born as a result of funds raised at Gary Manson's funeral in 2004. Gary suffered from mental health problems for many years and was unable to find the kind of sustained therapeutic support that he could have benefited from in Shetland.

Since Gary's death and the creation of Mind Your Head we have also received donations from a variety of sources. There is no doubt that Mind Your Head has struck a chord with many people in the community and we feel strongly that Mind Your Head should be a sustainable group that can aim to reduce the stigma of mental ill health that continues to exist in Shetland and to help fill some gaps that exist in the current service provision.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

SC038381

Principal address

Market House
14 Market Street
Lerwick
Shetland
ZE1 0JP

Trustees

Miss S Manson	
Miss N Halcrow	
Mrs K Naulls	- resigned 21.1.13
Miss B Robertson	- appointed 15.8.12
Miss C Pearson	- appointed 15.8.12
Mrs H Robertson	- appointed 15.8.12
	- resigned 22.1.13

Independent examiner

Martin R Watt FCCA
Bon Accord Accountancy Limited
R & A House
Blackburn Business Park
Woodburn Road
Blackburn
Aberdeenshire
AB21 0PS

Mind Your Head

Report of the Trustees for the Year Ended 31 March 2013

REFERENCE AND ADMINISTRATIVE DETAILS

Management Committee

Miss S Manson (Chair)
Mrs H Robertson (Vice Chair), resigned 22/1/13
Mr A Wishart (Vice Chair), appointed 15/08/12
Miss C Pearson (Secretary)
Miss B Robertson (Treasurer)
Mrs C Flaws, resigned 15/08/12
Miss N Halcrow
Mrs K Naulls, resigned 22/01/13
Mrs A Burke
Mrs E Robertson
Mr C Wright
Ms J Mouat, appointed 15/08/12 and resigned 22/01/13
Miss J Cowie, appointed 15/08/12 and resigned 20/06/13
Mrs B Wishart, appointed 15/08/12 and resigned 12/02/13
Ms W Stewart, appointed 15/08/12

Advisers to the Management Committee

Miss K Smith
Mrs M Birrell
Mrs D Taylor, appointed 15/08/12
Ms W Borrill, appointed 06/05/13

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes an unincorporated charity.

Mind Your Head formally adopted its Constitution on 23 January 2007 at its inaugural meeting and elected its first Management Committee.

Mind Your Head obtained charitable status on 21 June 2007 when it was registered with the Office of the Scottish Charities Regulator (OSCR).

Organisational structure

The Management Committee holds regular meetings and generally controls and supervises the activities of the charity. In particular, the Management Committee is responsible for monitoring the financial position of the charity.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Mind Your Head

Report of the Trustees for the Year Ended 31 March 2013

OBJECTIVES AND ACTIVITIES

Objectives and aims

Mind Your Head has been established to promote mental health positively throughout Shetland.

Our Vision

We want Shetland to be a place where:

- Mental health is supported positively within the community
- Information and knowledge of support services is easily accessible
- People do not feel isolated because of mental illness
- Negative attitudes are replaced with understanding and acceptance

Aims

The work of Mind Your Head is underpinned by a number of key aims:

- To raise mental health awareness in Shetland
- To reduce the stigma of mental ill-health
- To promote positive mental health and well-being
- To promote mental health support services and training
- To research mental health and associated needs within the community
- To work in partnership with existing organisations to further the aims of the charity

Our Promises

We have agreed promises which we will focus on over the coming years. These will be updated and developed as part of our ongoing organisational planning:

- Tackle stigma within our community
- Continue raising awareness and improving understanding of mental ill health
- Promote ways in which to improve mental health wellbeing
- Consult the community on matters relating to mental ill health
- Monitor and measure trends and changes in attitude
- Improve knowledge and access to information on support services and self help
- Facilitate and influence policy and service developments
- Explore ways in which to reduce isolation for people experiencing mental ill health
- Undertake fundraising in order that for every £1 raised within the community that it is matched by at least 50% from external sources

Our Principles

- To be realistic
- To be sustainable

Significant activities

In order to achieve the charity's objectives, Mind Your Head will seek to pursue the following activities:

- To hold fund raising events on a regular basis. These events will also serve to promote mental health awareness and encourage involvement from individuals who may not normally have interest in / or have a fear of discussing mental health issues;
- To assist in the funding of appropriate counselling where gaps may exist;
- To assist in the funding of appropriate mental health / suicide training where gaps may exist;
- To undertake training/workshops in Schools on mental health issues (in partnership with other appropriate agencies)

Mind Your Head

Report of the Trustees for the Year Ended 31 March 2013

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Roadshow & education

Over the last year we focussed a lot of our resources into education. This is because we believe that educating and informing our young people will have real long lasting benefits. Our Roadshow project delivered a total of 64 sessions to over 1500 young people on various topics including cyberbullying, self-harm, stigma, mental health and wellbeing as well as mental health in general. We created and distributed an educational resource pack to all secondary departments, which included lesson plans, information on specific areas of mental health and wellbeing as well as accompanying resources such as leaflets, DVD's, website links, etc.

During our time in schools and youth clubs we also undertook research on stigma as well as wider issues relating to mental health and wellbeing. We were not surprised to learn that self-harm and cyberbullying were two major topics for young people and we are committed to following up on that along with other findings in the near future. Our thanks to Shetland Islands Council Youth Service for their invaluable partnership support on this work with young people. We must also thank See Me and the Shetland Carers Link Group for the financial support toward the project costs.

Internet/social media

Our website provides information on mental health as well as advice on how to improve and maintain health and wellbeing. We also handle many direct requests for advice on where and how to get help. These requests come in through our website, over the phone or via our social network platforms. All of our online resources are there to assist us with that as well as helping us post regular news and mental health awareness information. We regularly have an average of 500 views for our online posts.

Promise

We launched our Promise, which is a commitment made by an organisation, club or group to publicly show their support for Mind Your Head. Local Promise signers are given a 'How to keep your Promise guide' which details how signers can work with us to tackle stigma and promote mental health positively. This could include helping us with campaigns, assisting at events such as our annual fun run or organising fundraising activities. The Promise was launched in June 2012 alongside the Shetland Football Association with all ten of their teams signing. In October 2012, six more groups signed and they were Northern Focus Parkour, Moving on Employment Project, Zetland Motorcycle Club, The Shetland Ladies Netball Association, The Shetland Rugby Club, and the Shetland Ladies Hockey Association. We extend our thanks to those teams and community groups who have signed and show continued support for our work in the community.

New information leaflet for young people

A new information leaflet, promoting ways in which young people can improve and look after their mental health and wellbeing was launched in September 2012. The leaflet was distributed to secondary aged pupils and included facts about mental health as well as support information. Our thanks to the local carers link fund for financial support towards the cost of producing this leaflet.

See Me Pledges

We were delighted to continue working closely with See Me and to assist in encouraging a further eleven local businesses to sign the See Me Pledge in February 2013.

Suicide Prevention Awareness Week

We again joined forces with Northern Focus Parkour for what is now an annual Cat Crawl, organised to coincide with Suicide Prevention Awareness Week. This annual event is a physically demanding one, which the team train hard for. Their team work and ethos demonstrates their commitment to promoting mental health and wellbeing positively. Alongside Choose Life, we also delivered several awareness raising stalls at various venues during the week.

ACHIEVEMENT AND PERFORMANCE

Fundraising activities

Our annual Fun Run had a record 653 participants. As the sun shone over the Boddam Park, the whole place had a fantastic vibrant atmosphere. This event continues to be a focal point for our summer programme and the support we receive from participants and volunteers on the day is very much appreciated. What is important for Mind Your Head is that it remains as a family day out with an important opportunity for people to think about what mental health and wellbeing means to them. Thank you to all who baked, made sandwiches, helped in the kitchen, volunteered to help with the event and of course took part in the event itself. We would also like to thank Injury Shetland for their sponsorship.

FINANCIAL REVIEW

Reserves policy

The Committee are pleased to report that Mind Your Head have £85,760 of reserves held. £66,151 of which are unrestricted.

The Charity's reserves policy is to maintain a sufficient level of reserves to enable operating activities to be maintained, taking account of potential risks and contingencies that may arise from time to time. The Committee have reviewed possible financial risks which may arise during the next three financial years to assist with its business and financial planning process and have identified the projected level of reserves which is required to manage these risks.

At the March 2013 Mind Your Head committee meeting a new funding priority structure was agreed. The Committee agreed as priority the continuation of employing two part-time staff along with associated employee costs, office rental, administration and ongoing project costs. Furthermore, there are annual running costs for our Committee including, for example, AGM costs and volunteer expenses. Therefore, the total minimum annual cost is £44,160. This amount has been allocated from the unrestricted reserves (£66,151), leaving a remaining total of £21,991.

Funding priority three for the organisation is the creation of a new support service, which will launch in April 2014. With a view to securing external funding in 2014/15, The Committee has agreed to place £10,000 of the remaining unrestricted reserves into a high interest savings account, with a view to protecting those funds toward matching external funding. This would therefore leave a remaining £11,991 unrestricted reserves which would be taken forward into financial year 2013/14 (this is above the minimum reserves amount detailed below and in addition to those funds allocated above for continuation of current commitments).

Computer equipment and software are due for upgrades in early 2014 and additional equipment and office furniture will have to be purchased in support of the addition of support staff from April 2014. These costs will be budgeted and will become priority one for allocation of any remaining unrestricted reserves at the end of financial year 2013/14.

ON BEHALF OF THE BOARD :

Miss S Manson - Trustee

17 September 2013

Independent Examiner's Report to the Trustees of
Mind Your Head

I report on the accounts for the year ended 31 March 2013 set out on pages eight to twelve.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The charity's trustees consider that the audit requirement of Regulation 10(1)(a) to (c) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under Section 44(1)(c) of the Act and to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
- to keep accounting records in accordance with Section 44(1)(a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations; and
 - to prepare accounts which accord with the accounting records and to comply with Regulation 8 of the 2006 Accounts Regulations

have not been met; or

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

Martin R Watt FCCA
Bon Accord Accountancy Limited
R & A House
Blackburn Business Park
Woodburn Road
Blackburn
Aberdeenshire
AB21 0PS

17 September 2013

Mind Your Head

Statement of Financial Activities
for the Year Ended 31 March 2013

	Notes	Unrestricted funds £	Restricted funds £	31.3.13 Total funds £	31.3.12 Total funds £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income		14,952	9,999	24,951	24,886
Activities for generating funds	2	8,500	-	8,500	12,141
Investment income	3	449	-	449	493
		<hr/>	<hr/>	<hr/>	<hr/>
Total incoming resources		23,901	9,999	33,900	37,520
 RESOURCES EXPENDED					
Costs of generating funds					
Fundraising trading: cost of goods sold and other costs		5,151	-	5,151	2,753
Charitable activities					
Mind Your Head		34,960	5,378	40,338	47,451
Governance costs		63	-	63	33
		<hr/>	<hr/>	<hr/>	<hr/>
Total resources expended		40,174	5,378	45,552	50,237
 NET INCOMING/(OUTGOING) RESOURCES BEFORE TRANSFERS					
		(16,273)	4,621	(11,652)	(12,717)
Gross transfers between funds	8	(68)	68	-	-
		<hr/>	<hr/>	<hr/>	<hr/>
Net incoming/(outgoing) resources		(16,341)	4,689	(11,652)	(12,717)
 RECONCILIATION OF FUNDS					
Total funds brought forward		82,492	14,920	97,412	110,129
		<hr/>	<hr/>	<hr/>	<hr/>
TOTAL FUNDS CARRIED FORWARD		<u>66,151</u>	<u>19,609</u>	<u>85,760</u>	<u>97,412</u>

The notes form part of these financial statements

Mind Your Head

Balance Sheet

At 31 March 2013

	Notes	Unrestricted funds £	Restricted funds £	31.3.13 Total funds £	31.3.12 Total funds £
FIXED ASSETS					
Tangible assets	6	202	929	1,131	1,239
CURRENT ASSETS					
Cash at bank and in hand		67,669	18,680	86,349	96,489
CREDITORS					
Amounts falling due within one year	7	(1,720)	-	(1,720)	(316)
NET CURRENT ASSETS		<u>65,949</u>	<u>18,680</u>	<u>84,629</u>	<u>96,173</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>66,151</u>	<u>19,609</u>	<u>85,760</u>	<u>97,412</u>
NET ASSETS		<u>66,151</u>	<u>19,609</u>	<u>85,760</u>	<u>97,412</u>
FUNDS	8				
Unrestricted funds				66,151	82,492
Restricted funds				19,609	14,920
TOTAL FUNDS				<u>85,760</u>	<u>97,412</u>

The financial statements were approved by the Board of Trustees on 17 September 2013 and were signed on its behalf by:

Miss S Manson -Trustee

Miss B Robertson -Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Charities and Trustee Investment (Scotland) Act 2005 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 25% on cost

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. ACTIVITIES FOR GENERATING FUNDS

	31.3.13	31.3.12
	£	£
Fun Run - Registration Fees	4,676	4,765
Fun Run - Sponsorship	1,151	1,217
Fun Run - Teas	300	610
Fun Run - Bairns Activities	-	130
Terry Williamson Coastal Walk	-	1,971
Merchandise sold at events	188	-
Fun Run - Gift Aid	-	62
Terry W Coastal Walk Gift Aid	-	78
Strongman	-	517
Mongol Rally Team Shetland	15	2,791
Graham Wiseman	1,812	-
Suicide prevention	358	-
	<u>8,500</u>	<u>12,141</u>

Notes to the Financial Statements - continued
for the Year Ended 31 March 2013

3. INVESTMENT INCOME

	31.3.13	31.3.12
	£	£
Deposit account interest	449	493
	<u>449</u>	<u>493</u>

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2013 nor for the year ended 31 March 2012 .

Trustees' expenses

	31.3.13	31.3.12
	£	£
Trustees' expenses	316	229
	<u>316</u>	<u>229</u>

5. STAFF COSTS

	31.3.13	31.3.12
	£	£
Wages and salaries	23,132	18,089
Social security costs	1,131	657
	<u>24,263</u>	<u>18,746</u>

6. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2012	350	1,834	2,184
Additions	-	270	270
	<u>350</u>	<u>2,104</u>	<u>2,454</u>
At 31 March 2013	350	2,104	2,454
	<u>350</u>	<u>2,104</u>	<u>2,454</u>
DEPRECIATION			
At 1 April 2012	143	802	945
Charge for year	52	326	378
	<u>195</u>	<u>1,128</u>	<u>1,323</u>
At 31 March 2013	195	1,128	1,323
	<u>195</u>	<u>1,128</u>	<u>1,323</u>
NET BOOK VALUE			
At 31 March 2013	155	976	1,131
	<u>155</u>	<u>976</u>	<u>1,131</u>
At 31 March 2012	207	1,032	1,239
	<u>207</u>	<u>1,032</u>	<u>1,239</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.13	31.3.12
	£	£
Trade creditors	81	-
Taxation and social security	281	316
Other creditors	1,358	-
	<u>1,720</u>	<u>316</u>

8. MOVEMENT IN FUNDS

	At 1.4.12	Net movement	Transfers	At 31.3.13
	£	in funds	between funds	£
		£	£	
Unrestricted funds				
General fund	82,492	(16,273)	(68)	66,151
Restricted funds				
Robina Goodland Memorial Trust	1,238	(377)	68	929
Fairer Scotland Fund	2,723	-	-	2,723
Carers Group	1,000	-	-	1,000
Youth Roadshow	9,959	(5,002)	-	4,957
Awards for all	-	10,000	-	10,000
	<u>14,920</u>	<u>4,621</u>	<u>68</u>	<u>19,609</u>
TOTAL FUNDS	<u>97,412</u>	<u>(11,652)</u>	<u>-</u>	<u>85,760</u>

Net movement in funds, included in the above are as follows:

	Incoming	Resources	Movement in
	resources	expended	funds
	£	£	£
Unrestricted funds			
General fund	23,901	(40,174)	(16,273)
Restricted funds			
Youth Roadshow	(1)	(5,001)	(5,002)
Awards for all	10,000	-	10,000
Robina Goodland Memorial Trust	-	(377)	(377)
	<u>9,999</u>	<u>(5,378)</u>	<u>4,621</u>
TOTAL FUNDS	<u>33,900</u>	<u>(45,552)</u>	<u>(11,652)</u>

Mind Your Head

Detailed Statement of Financial Activities
for the Year Ended 31 March 2013

	31.3.13	31.3.12
	£	£
INCOMING RESOURCES		
Voluntary income		
Donations	12,446	10,846
Legacies	2,505	3,040
Grants	10,000	11,000
	<hr/>	<hr/>
	24,951	24,886
Activities for generating funds		
Fun Run - Registration Fees	4,676	4,765
Fun Run - Sponsorship	1,151	1,217
Fun Run - Teas	300	610
Fun Run - Bairns Activities	-	130
Terry Williamson Coastal Walk	-	1,971
Merchandise sold at events	188	-
Fun Run - Gift Aid	-	62
Terry W Coastal Walk Gift Aid	-	78
Strongman	-	517
Mongol Rally Team Shetland	15	2,791
Graham Wiseman	1,812	-
Suicide prevention	358	-
	<hr/>	<hr/>
	8,500	12,141
Investment income		
Deposit account interest	449	493
	<hr/>	<hr/>
Total incoming resources	33,900	37,520
RESOURCES EXPENDED		
Fundraising trading: cost of goods sold and other costs		
Fun Run - Advertising	649	1,017
Fun Run - Postage	-	23
Fun Run - Sunday Teas	-	366
Fun Run - Bairns activities	79	127
Just giving fees	216	216
Fun Run - T Shirts	3,040	624
Fun Run- T Shirt/Poster Design	-	84
Fun Run - Radio Service	-	60
Fun Run- First Aid Cover	-	72
Fun Run- Coach & Hall Hire	90	164
Fun run - website	108	-
Promise event	969	-
	<hr/>	<hr/>
	5,151	2,753

This page does not form part of the statutory financial statements

Mind Your Head

Detailed Statement of Financial Activities
for the Year Ended 31 March 2013

	31.3.13	31.3.12
	£	£
Charitable activities		
Trustees' expenses	316	229
Wages	23,132	18,089
Social security	1,131	657
Rent Of Offices	5,423	3,467
Insurance	294	-
Postage and stationery	495	203
Sundries	255	226
Room Hire	18	186
Promotional Material	700	4,911
Website	306	331
Catering	-	207
Committee Expenses	-	215
Payroll Costs	758	616
Strongman Costs	-	133
Training	1,382	100
Survey Costs	-	1,468
Self Help Facilitator Post	-	16,000
Roadshow	5,001	-
Sponsorship	750	-
Fixtures and fittings	52	69
Computer equipment	325	344
	<hr/>	<hr/>
	40,338	47,451
Governance costs		
AGM	63	33
	<hr/>	<hr/>
Total resources expended	45,552	50,237
Net expenditure	<hr/> <hr/> (11,652)	<hr/> <hr/> (12,717)