REGISTERED CHARITY NUMBER: SC038381

Report of the Trustees and
Unaudited Financial Statements For The Year Ended 31 March 2012

for
Mind Your Head

Contents of the Financial Statements for the Year Ended 31 March 2012

	Page
Report of the Trustees	1 to 7
Independent Examiner's Report	8
Statement of Financial Activities	9
Balance Sheet	10
Notes to the Financial Statements	11 to 14
Detailed Statement of Financial Activities	15 to 16

Report of the Trustees for the Year Ended 31 March 2012

The trustees present their report with the financial statements of the charity for the year ended 31 March 2012. 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 J Halcrow Miss N Halcrow A Murdoch Mrs K Naulls

Independent Examiner

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

Report of the Trustees

for the Year Ended 31 March 2012

REFERENCE AND ADMINISTRATIVE DETAILS

Management Committee

Miss S Manson (Chair)

Mrs H Robertson (Vice Chair)

Miss B Robertson- appointed 8/6/11 (Secretary)

Mrs C Flaws - appointed 8/6/11 (Vice Secretary)

Miss N Halcrow (Treasurer)

Mrs K Naulls

Mrs A Burke

Mrs E Robertson

Miss M Dawson - appointed 8/6/11, resigned 19/4/11

Miss C Pearson - appointed 8/6/11

Mrs D Taylor - appointed 8/6/11

Mr C Wright - appointed 5/3/12

Miss J Halcrow - resigned 19/1/12

Mrs W Hatrick - resigned 8/6/11

Mrs AE Thomson - resigned 5/3/12

Miss L Mouat - resigned 13/9/11

Mr A Murdoch - resigned 8/6/11

Advisers to the Management Committee

Miss K Smith

Mrs M Birrell

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.

OBJECTIVES AND ACTIVITIES

Objectives and aims

Mind Your Head has been established to promote mental health positively throughout Shetland. The work of Mind Your Head is underpinned by a number of key aims that include:

- 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 counselling and other forms of mental health support services;
- To promote mental ill-health training specifically in relation to suicide prevention;
- To work in partnership with existing organisations to further the aims of the charity; and
- To identify gaps in current service and training provision.

Report of the Trustees for the Year Ended 31 March 2012

OBJECTIVES AND ACTIVITIES

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)

Social networking

While keeping the website up-to-date with news items and information about mental health we have also launched Twitter and Facebook accounts in the last year which have provided another means of reaching people and proved very successful. This began with daily posts during Suicide Prevention Week as well as "The 12 days of Christmas", which promoted festive themed mental health wellbeing. By the end of March 2012 we were averaging 300 views per facebook post.

Co-ordinator's post

Jenny Teale and Jacqui Clark were appointed on a job share basis to the post of Co-ordinator. They both took up post on 1 November 2010 and now 18 months into their roles, have made a huge contribution to the work of the charity.

As well as meeting with partner agencies to further achieve the aims of Mind Your Head, the Co-ordinators spent a substantial amount of time revising and updating the organisation's Action Plan in order to formulate plans for the duration of 2012/13.

Self-help facilitator post

This post was a partnership agreement between Mind Your Head and NHS Shetland. The post was held by Jill Hood until April 2012 and was responsible for promoting the self-help approach to tackling personal mental ill health.

This post became vacant in April 2012 however Mind Your Head would like see this post secured for future years. We are in the process of seeking ongoing funding to continue this post with the potential of broadening the scope of the position to include other therapeutic input including young people.

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Mind Your Head has continued to grow and develop in a way that is above and beyond any expectation held when we first thought about setting up the charity back in 2005.

The organisation has continued to be represented locally through the Shetland Mental Health Partnership (SMHP), Children and Young Persons Forum and nationally through close contact with See Me and Choose Life.

Sincere thanks to the continued support and generosity of the Shetland community who once again demonstrated not only their generosity in terms of donations but support through the increasing interest in reducing the stigma of mental health.

This year has been exceptional with the continued employment of our two Co-ordinators Jacqui Clark and Jenny Teale. With the Co-ordinators in post, initially for 12.5 hours each and increased to 16 hours, we have been able to undertake a wide range of promotional activities at events, within schools and through the use of social media.

April saw the launch of community survey which attracted over 1000 responses. The collation of the survey then went on to inform the work of Mind Your Head and refined the action plan we have worked to this year. The data received provided us with a great deal of valuable information to share with partner agencies as well as to use for attracting resources for future projects. and to this end a projects specific bid to Awards for All was made for £10,000.

The results of the survey can be found at

http://www.mindyourhead.org.uk/myh-community-survey-full-report-now-available

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Fundraising activities

The 6th Annual Fun Run was scheduled to take place in August but due to adverse conditions on the day the Fun Run was cancelled. The teas and bairns activities went ahead as planned. The Fun Run was reschedule for 2 October 2011 when the sun shone and participants could enjoy their annual run, walk and pram push around this lovely part of the islands.

Thank you as always to those who baked, made sandwiches, helped in the kitchen and volunteered to entertain the bairns.

The MYH committee would like to thank Shetland Catch who sponsored the event. Thanks also to JA & GD Nicolson, Dunrossness Hall, Boddam Sports Pavilion and Shetland Farm Dairies. Special thanks also to the Ness United Works League football team who undertook all the marshalling on the day.

Finally we would like to thank all the runners and walkers who took part, this ongoing support in the event enables us to develop our aims and objectives.

The event has now become well recognised as a permanent fixture on the calendars' of people in Shetland and serves to provide a sporting event, a family day out but most importantly and opportunity for people to think about what mental health and wellbeing means to them.

Other events

- May 2011 Shetland's Strongest Man
- May 2011 Co Lab event where 6 print were created and displayed locally with the message 'Heart your Head'
- June 2011 Shetland Rugby helmet sponsorship
- July/August 2011 Voe Show, Cunningsburgh Show and Unst Show
- September 2011 involvement in Anderson High School health week
- September 2011 Suicide Prevention Week Northern Focus Cat Crawl
- November 2011 representation at Carers event
- February 2012 See Me Pledge Signing

As an organisation we are keen to continually come up with new and fresh ideas to be creative about how to reach the different sections of our community, from young to old, male and female.

The above events attended and organised gives a flavour of the breath of people we are reaching and are keen to continue working in creative ways to breakdown to stigma of mental ill health in Shetland.

Report of the Trustees for the Year Ended 31 March 2012

ACHIEVEMENT AND PERFORMANCE

Schools and Youth Work

Mind Your Head is dedicated to raise awareness of mental health with young people living throughout Shetland. This has been achieved through talks to school pupils as demanded and group sessions within youth groups. The Angel Wings resource has also been piloted in two primary schools to a composite P4/5/6 class and a P5 class (delivered as part of a partnership between the schools and Mind Your Head). Angel Wings explores the issues of mental health through the eyes of a young boy named Matthew. It explores the relationships Matthew has in his life, with his mother and close family, the way he understands mental ill health and how he experiences the issues that arise out of his mother's episodes of mental ill health.

By using expressive activities as well as written activities pupils are given the chance to express their feelings in a number of ways and was beneficial to pupils who may find it difficult to put into words how they are feeling. The storytelling and activities both worked towards fulfilling different capacities within the Curriculum for Excellence. The storytelling session contributed towards enabling the pupils to become responsible citizens with respect for others, able to develop informed choices, and ethical views. The activities and sessions undertaken with the Mind Your Head Co-ordinators encouraged the pupils to work in teams and collaborate with one and other; this ensured that we contributed towards supporting them in becoming effective contributors able to work in partnership and in teams.

Teachers will continue to undertake these sessions with classes in the pilot schools and Mind Your Head would like to encourage its use with all classes of this age group throughout Shetland.

External funding from See Me and the Shetland's Carers Link Group was secured to undertake the Mind Your Head Roadshow. The Roadshow aims to bring together young people to develop a mental health awareness roadshow. The start date for this project was delayed to fit better in the school calendar. A huge amount of preparation work has gone into this project and will be delivered in October 2012. The roadshow will tour secondary schools throughout the islands, undertaking workshops and facilitating discussions and showing a film that has been made working with young people from Brae Junior High.

We believe that through working with children and young people we can begin to change the culture and attitudes, reduce fear and stigma, that surrounds mental health with future generations having greater openness and acceptance.

Other general awareness raising sessions were held with pupils in other schools as demanded.

It is recognised that Mind Your Head staff resources are limited. Therefore work undertaken with young people is done in a way that encourages youth workers and teachers to continue the work initiated by us with Mind Your Head staff being available for consultation, support and guidance as required.

See Me Pledges

Mind Your Head was delighted to be working in partnership with See Me to bring together 8 local organisations to sign the See Me pledge in February 2011 at Shetland Museum and Archives.

Many organisations across Scotland have pledged to work with See Me in order to end mental health stigma and discrimination. Pledge signing is a public commitment to tackling the stigma and discrimination experienced by people with mental health problems. It is accompanied by an organisational action plan, which sets out the specific steps the signing organisation will take.

Mind Your Head worked closely with the 8 local organisations: Shetland Islands Council; NHS Shetland; Shetland Recreational Trust; Highland and Island Enterprise; Ocean Kinetics; Citizens Advice Bureau; Hjaltland Housing Association; and Tesco to support them in creating a unique and achievable action plan.

Mind Your Head want to continue its partnership with See Me and hope to get many more organisations signed up to the pledge in the near future.

Mind Your Head recognised that the See Me Pledge was more suited to large organisations and therefore a localised 'Promises' are being planned to target sports and other clubs, with a specific emphasis on men.

Report of the Trustees for the Year Ended 31 March 2012

FUTURE PLANS

Alongside the guidance and support of the committee, our Coordinators continue to work to the action plan which includes for the coming year local 'promise' signing, specifically targeting men and male orientated sporting groups and the Mind Your Head Roadshow which will tour in the Autumn of 2012.

We also plan to further broaden the information available on the website ensuring that this continues to be a valuable resource for anyone wishing to know more about mental health.

Bespoke training and awareness raising sessions are also being developed to compliment the work on the promise signing, where we recognise that there are many folk who may not be able to commit 2 full days to training currently offered locally. Again there will be a specific emphasis on reaching the male population.

Awareness raising sessions with children and young people will also continue.

FINAL COMMENTS

Thank you to committee members who have given time and energy to our cause, and most importantly a passion for the subject.

The last 18 months have been a truly exciting time for Mind Your Head where the employment of our two Co-ordinators has meant we have been able to grow and develop in way that was not possible when dependant of volunteers.

Both Jenny and Jacqui have shown passion, commitment and exceptional creativity in developing new ways of reaching the different sections of our community.

A big thank you to both of them.

ON BEHALF OF THE BOARD:

Miss N Halcrow - Trustee

15 August 2012

<u>Independent Examiner's Report to the Trustees of</u> Mind Your Head

I report on the accounts for the year ended 31 March 2012 set out on pages nine to fourteen.

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

15 August 2012

Statement of Financial Activities for the Year Ended 31 March 2012

	T Notes	Unrestricted funds £	Restricted funds £	31.3.12 Total funds £	31.3.11 Total funds £
INCOMING RESOURCES	140162	2	*	£	L
Incoming resources from generated funds					
Voluntary income		13,886	11,000	24,886	47,073
Activities for generating funds	2	12,141	_	12,141	10,679
Investment income	3	493	-	493	612
Total incoming resources		26,520	11,000	37,520	58,364
RESOURCES EXPENDED Costs of generating funds Fundraising trading: cost of goods sold and					
other costs		2,753	-	2,753	1,904
Charitable activities					
Mind Your Head		28,251	19,200	47,451	15,335
Governance costs		33		33	36
Total resources expended		31,037	19,200	50,237	17,275

NET INCOMING/(OUTGOING) RESOURCES		(4,517)	(8,200)	(12,717)	41,089
RECONCILIATION OF FUNDS					
Total funds brought forward		87,009	23,120	110,129	69,040
TOTAL FUNDS CARRIED FORWARD		82,492	14,920	97,412	110,129

Balance Sheet At 31 March 2012

				31.3.12	31.3.11
	U	Inrestricted	Restricted	Total	Total
		funds	funds	funds	funds
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	6	_	1,239	1,239	1,651
145.0.0 400000	Ū		-,	-,,	-,
CURRENT ASSETS					
Debtors	7	_	_	-	66
Cash at bank	•	82,808	13,681	96,489	110,245
Outsir at built					
		82,808	13,681	96,489	110,311
		02,000	10,001	, , , , ,	,
CREDITORS					
Amounts falling due within one year	8	(316)	-	(316)	(1,833)
		()		(/	()/
				•••••	
NET CURRENT ASSETS		82,492	13,681	96,173	108,478
TOTAL ASSETS LESS CURRENT					
LIABILITIES		82,492	14,920	97,412	110,129
		,	•	•	•
NET ASSETS		82,492	14,920	97,412	110,129
					
FUNDS	9				
Unrestricted funds				82,492	87,009
Restricted funds				14,920	23,120

TOTAL FUNDS				97,412	110,129

The financial statements were approved by the Board of Trustees on 15 August 2012 and were signed on its behalf by:

Miss S Manson -Trustee

Miss N Halcrow -Trustee

Notes to the Financial Statements for the Year Ended 31 March 2012

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

	31.3.12	31.3.11
	£	£
Fun Run - Registration Fees	4,765	3,961
Fun Run - Sponsorship	1,217	1,805
Fun Run - Teas	610	835
Fun Run - Bairns Activities	130	106
Terry Williamson Coastal Walk	1,971	1,761
Allan Stronach Bike Ride	-	2,187
Merchandise sold at events	-	24
Fun Run - Gift Aid	62	-
Terry W Coastal Walk Gift Aid	78	-
Strongman	517	-
Mongol Rally Team Shetland	2,791	-
		
	12,141	10,679

Notes to the Financial Statements - continued for the Year Ended 31 March 2012

3. INVESTMENT INCOME

	31.3.12	31.3.11
	£	£
Deposit account interest	493	612

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2012 nor for the year ended 31 March 2011.

Trustees' Expenses

	Trustees' expenses	31.3.12 £ 229	31.3.11 £ 104
5.	STAFF COSTS		
		31.3.12	31.3.11

Social security costs	657	168
	18,746	7,256
	washing	

18,089

7,088

6. TANGIBLE FIXED ASSETS

Wages and salaries

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2011 and 31 March 2012	350	1,834	2,184
DEPRECIATION			
At 1 April 2011	75	458	533
Charge for year	68	344	412
At 31 March 2012	143	802	945
At 31 Match 2012			
NET BOOK VALUE			
At 31 March 2012	207	1,032	1,239
At 31 March 2011	275	1,376	1,651

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.12	31.3.11
	£	£
Other debtors	-	66
	-	===

Notes to the Financial Statements - continued for the Year Ended 31 March 2012

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Trade creditors Taxation and social security		31.3.12 £ 316 316	31.3.11 £ 1,833 ———————————————————————————————————
9.	MOVEMENT IN FUNDS			
		N	et movement	
		At 1.4.11 £	in funds £	At 31.3.12 £
	Unrestricted funds			
	General fund MYH Self Help Facilitator Post	71,009 16,000	11,483 (16,000)	82,492
		87,009	(4,517)	82,492
	Restricted funds			
	Robina Goodland Memorial Trust	1,651	(413)	1,238
	Goodnews Scotland	1,500	(1,500)	-
	See Me - Mind Your Head Project 2010/11	5,000	(5,000)	_
	Bletty Memorial Fund Fairer Scotland Fund	5,000 9,969	(5,000) (7,246)	2,723
	Carers Group	9,909	1,000	1,000
	Youth Roadshow		9,959	9,959
		23,120	(8,200)	14,920
	TOTAL FUNDS	110,129	(12,717)	97,412

Notes to the Financial Statements - continued for the Year Ended 31 March 2012

9. MOVEMENT IN FUNDS - continued

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds	≈	~	~
General fund	26,520	(15,037)	11,483
MYH Self Help Facilitator Post		(16,000)	(16,000)
	26,520	(31,037)	(4,517)
Restricted funds			
Robina Goodland Memorial Trust	-	(413)	(413)
Goodnews Scotland	-	(1,500)	(1,500)
See Me - Mind Your Head Project 2010/11	-	(5,000)	(5,000)
Bletty Memorial Fund	-	(5,000)	(5,000)
Fairer Scotland Fund	-	(7,246)	(7,246)
Carers Group	1,000	-	1,000
Youth Roadshow	10,000	(41)	9,959
	11,000	(19,200)	(8,200)
TOTAL FUNDS	37,520	(50,237)	(12,717)

<u>Detailed Statement of Financial Activities</u> for the Year Ended 31 March 2012

	31.3.12 £	31.3.11 £
INCOMING DESCRIBERS		
INCOMING RESOURCES		
Voluntary income		
Donations	10,846	17,817
Legacies Grants	3,040 11,000	8,201 21,055
G. a.i.b.		
	24,886	47,073
Activities for generating funds		
Fun Run - Registration Fees	4,765	3,961
Fun Run - Sponsorship Fun Run - Teas	1,217 610	1,805 835
Fun Run - Teas Fun Run - Bairns Activities	130	106
Terry Williamson Coastal Walk	1,971	1,761
Allan Stronach Bike Ride	-	2,187
Merchandise sold at events	-	24
Fun Run - Gift Aid	62	-
Terry W Coastal Walk Gift Aid	78	-
Strongman	517	-
Mongol Rally Team Shetland	2,791	
	12,141	10,679
Investment income		
Deposit account interest	493	612
Total incoming resources	37,520	58,364
RESOURCES EXPENDED		
Fundraising trading: cost of goods sold and other costs		
Fun Run - Bibs	-	965
Fun Run - Advertising	1,017	488
Fun Run - Postage	23	45
Fun Run - Sunday Teas	366	185
Fun Run - Bairns activities	127	44
Just giving fees	216 624	177
Fun Run - T Shirts Fun Run- T Shirt/Poster Design	624 84	<u>-</u>
Fun Run - Radio Service	60	_
Fun Run- First Aid Cover	72	_
Fun Run- Coach & Hall Hire	164	_
	2,753	1,904

<u>Detailed Statement of Financial Activities</u> for the Year Ended 31 March 2012

	31.3.12	31.3.11
	£	£
Charitable activities		
Trustees' expenses	229	104
Wages	18,089	7,088
Social security	657	168
Rent Of Offices	3,467	748
Postage and stationery	203	288
Advertising	-	362
Sundries	226	234
Room Hire	186	84
Promotional Material	4,911	1,009
Website	331	3,309
Sponsorship	-	683
Catering	207	333
Committee Expenses	215	110
Payroll Costs	616	250
Employee Expenses	-	32
Strongman Costs	133	-
Training	100	-
Survey Costs	1,468	-
Self Help Facilitator Post	16,000	-
Fixtures and fittings	69	75
Computer equipment	344	458
	47,451	15,335
Governance costs		
AGM	33	36
Total resources expended	50,237	17,275
Total resources expended	30,231	11,213
Net (expenditure)/income	(12,717)	41,089