

REGISTERED CHARITY NUMBER: SC038381

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 31 March 2014.
for
Mind Your Head

Mind Your Head

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for the Year Ended 31 March 2014

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Mind Your Head

Report of the Trustees for the Year Ended 31 March 2014

The trustees present their report with the financial statements of the charity for the year ended 31 March 2014. 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 N Halcrow
Miss S Manson
Miss B Robertson
Miss C Pearson

Independent examiner

Martin R Watt FCCA
Bon Accord Accountancy Limited
Nordhus
North Ness Business Park
Lerwick
Shetland
ZE1 0LZ

Management Committee

Mr A Wishart (Chair)
Miss S Manson (vice)
Miss C Pearson (Secretary)
Miss B Robertson (Treasurer)
Miss N Halcrow
Mrs A Burke - resigned 17/09/13
Mrs E Robertson
Mr C Wright - resigned 01/11/13
Ms W Stewart
Mr Michael Stout - appointed 01/09/13
Mr Peter Jack - appointed 01/09/13
Mr Darren Blance - appointed 01/11/13

Advisers to the Management Committee

Miss K Smith
Mrs M Birrell - resigned 01/09/13
Mrs D Taylor
Ms W Borrill, appointed 06/05/13

Mind Your Head

Report of the Trustees for the Year Ended 31 March 2014

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.

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

Mind Your Head

Report of the Trustees for the Year Ended 31 March 2014

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)

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Awareness raising & promoting mental health positively

- Co-promoted 'Let's talk about suicide prevention' and worked alongside local partners in developing the local rural suicide prevention action plan
- Launched our Real Life Stories project, which had stories shared in schools, online and through the local media
- Made a short film entitled 'Why mental health matters' to be launched at the 2014 Fun Run
- Organised, alongside BBC Radio Shetland, a 'Speakeasy' on local support service needs
- Collaborated with Northern Focus Parkour and Shetland Strongman
- Worked on a new design for our website, alongside NB Communications, which includes more information on mental health and wellbeing. Will be launched at the 2014 Fun Run
- Organised focus groups to undertake market research to inform our men's mental health campaign to be launched in August 2014
- Delivered awareness raising workshops on self harm & internet safety/cyberbullying.

Education

- Delivered a pilot 'Minders' initiative in Brae High School designed to encourage young people to tackle stigma and discrimination
- Hosted a Young People and Mental Health Focus Day, the findings from which are directly influencing the development of our proposed young person's support service.

Other

- Held the first meeting of a new mental health 3rd sector forum to facilitate planning & sharing of knowledge in relation to local mental health support service needs
- Had presence on mental health partnership and mental health forum
- Engaged in the review of NHS mental health services
- Delivered Respect Me Anti-Bullying training to teaching staff and children's residential staff
- Staff were trained to deliver safeTALK suicide alertness training
- Secured funding to undertake specific improvements for patients at visitors at Brodies Ward in Cornhill Hospital.
- Responded to 74 signposting support requests, which included 1 ASSIST intervention
- Delivered 36 awareness raising events which were attended by 1,519 people
- Shared mental health and wellbeing information online with over 25,000 people through our website and social media
- Supported and worked with 69 volunteers

We agreed a new staffing structure in the autumn of 2013 to reflect the development of our organisation since 2010 when we first employed Jenny Teale and Jacqui Clark as Co-ordinators on a job share basis. The structure coincided with Jenny's decision to leave the organisation to concentrate on her personal business ventures. The new structure allows for growth, in line with our proposed support service. Jacqui Clark was appointed as Team Leader and Chris Wright was appointed to the new post of Project Worker in December 2013.

Fundraising activities

- We were again delighted to have over 600 participants at our annual fun run, which was sponsored by Westside Pine
- Received nearly £21965 of donations
- Raised £10915 through fundraising activities, including our annual fun run and walk which included a raffle
- Secured over £9,000 of external funding

Mind Your Head

Report of the Trustees
for the Year Ended 31 March 2014

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.

RESERVES

It has been noted that assessments of low financial need for grant support in light of the level of unrestricted reserves held by the charity from external funders requires our Reserves Policy to be reviewed. This will be reviewed in April 2014.

ON BEHALF OF THE BOARD :



Miss N Halcrow - Trustee

23 September 2014

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

I report on the accounts for the year ended 31 March 2014 set out on pages six to ten.

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
Nordhus
North Ness Business Park
Lerwick
Shetland
ZE1 0LZ

23 September 2014

Mind Your Head

Statement of Financial Activities
for the Year Ended 31 March 2014

	Notes	Unrestricted funds £	Restricted funds £	31.3.14 Total funds £	31.3.13 Total funds £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income		21,965	9,901	31,866	24,951
Activities for generating funds	2	14,237	-	14,237	8,500
Investment income	3	449	-	449	449
Total incoming resources		36,651	9,901	46,552	33,900
RESOURCES EXPENDED					
Costs of generating funds					
Fundraising trading: cost of goods sold and other costs		12,540	11,343	23,883	5,151
Charitable activities					
Mind Your Head		29,829	2,723	32,552	39,961
Governance costs		110	600	710	63
Other resources expended		283	-	283	377
Total resources expended		42,762	14,666	57,428	45,552
NET INCOMING/(OUTGOING) RESOURCES BEFORE TRANSFERS					
		(6,111)	(4,765)	(10,876)	(11,652)
Gross transfers between funds	8	4,387	(4,387)	-	-
Net incoming/(outgoing) resources		(1,724)	(9,152)	(10,876)	(11,652)
RECONCILIATION OF FUNDS					
Total funds brought forward		66,151	19,609	85,760	97,412
TOTAL FUNDS CARRIED FORWARD		64,427	10,457	74,884	85,760

The notes form part of these financial statements

Mind Your Head

Balance Sheet
At 31 March 2014

	Notes	Unrestricted funds £	Restricted funds £	31.3.14 Total funds £	31.3.13 Total funds £
FIXED ASSETS					
Tangible assets	6	152	697	849	1,131
CURRENT ASSETS					
Cash at bank and in hand		64,275	9,760	74,035	86,349
CREDITORS					
Amounts falling due within one year	7	-	-	-	(1,720)
NET CURRENT ASSETS		<u>64,275</u>	<u>9,760</u>	<u>74,035</u>	<u>84,629</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>64,427</u>	<u>10,457</u>	<u>74,884</u>	<u>85,760</u>
NET ASSETS		<u>64,427</u>	<u>10,457</u>	<u>74,884</u>	<u>85,760</u>
FUNDS	8				
Unrestricted funds				64,427	66,151
Restricted funds				10,457	19,609
TOTAL FUNDS				<u>74,884</u>	<u>85,760</u>

The financial statements were approved by the Board of Trustees on 23 September 2014 and were signed on its behalf by:

Miss N Halcrow - Trustee

Miss S Manson - Trustee

The notes form part of these financial statements

Mind Your Head

Notes to the Financial Statements for the Year Ended 31 March 2014.

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

	31.3.14	31.3.13
	£	£
Fun Run - Registration Fees	10,298	4,676
Fun Run - Sponsorship	1,300	1,151
Fun Run - Teas	617	300
Merchandise sold at events	1,488	188
Mongol Rally Team Shetland	-	15
Graham Wiseman	-	1,812
Suicide prevention	-	358
Collaborations	534	-
	<u>14,237</u>	<u>8,500</u>

3. INVESTMENT INCOME

	31.3.14	31.3.13
	£	£
Deposit account interest	<u>449</u>	<u>449</u>

Mind Your Head

Notes to the Financial Statements - continued
for the Year Ended 31 March 2014

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2014 nor for the year ended 31 March 2013.

Trustees' expenses

	31.3.14	31.3.13
	£	£
Trustees' expenses	-	316
	<u> </u>	<u> </u>

There were no trustees' expenses paid for the year ended 31 March 2014.

5. STAFF COSTS

	31.3.14	31.3.13
	£	£
Wages and salaries	22,542	23,132
Social security costs	1,169	1,131
	<u>23,711</u>	<u>24,263</u>

The average monthly number of employees during the year was as follows:

	31.3.14	31.3.13
Team Leader	1	1
Project Worker	1	1
	<u>2</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

6. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2013 and 31 March 2014	<u>350</u>	<u>2,104</u>	<u>2,454</u>
DEPRECIATION			
At 1 April 2013	195	1,128	1,323
Charge for year	<u>39</u>	<u>243</u>	<u>282</u>
At 31 March 2014	<u>234</u>	<u>1,371</u>	<u>1,605</u>
NET BOOK VALUE			
At 31 March 2014	<u>116</u>	<u>733</u>	<u>849</u>
At 31 March 2013	<u>155</u>	<u>976</u>	<u>1,131</u>

Mind Your Head

Notes to the Financial Statements - continued for the Year Ended 31 March 2014

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.14	31.3.13
	£	£
Trade creditors	-	81
Taxation and social security	-	281
Other creditors	-	1,358
	<u>-</u>	<u>1,720</u>

8. MOVEMENT IN FUNDS

	At 1.4.13	Net movement	Transfers	At 31.3.14
	£	in funds	between funds	£
		£	£	
Unrestricted funds				
General fund	66,151	(6,111)	4,387	64,427
Restricted funds				
Robina Goodland Memorial Trust	929	-	-	929
See Me - Mind Your Head Project 2010/11	-	3,528	-	3,528
Fairer Scotland Fund	2,723	(2,723)	-	-
Carers Group	1,000	-	-	1,000
Youth Roadshow	4,957	(570)	(4,387)	-
Awards for All	10,000	(10,000)	-	-
Cornhill Project	-	5,000	-	5,000
	<u>19,609</u>	<u>(4,765)</u>	<u>(4,387)</u>	<u>10,457</u>
TOTAL FUNDS	<u>85,760</u>	<u>(10,876)</u>	<u>-</u>	<u>74,884</u>

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

	Incoming	Resources	Movement in
	resources	expended	funds
	£	£	£
Unrestricted funds			
General fund	36,651	(42,762)	(6,111)
Restricted funds			
See Me - Mind Your Head Project 2010/11	4,001	(473)	3,528
Youth Roadshow	-	(570)	(570)
Awards for All	-	(10,000)	(10,000)
Lerwick Port Authority	300	(300)	-
Cornhill Project	5,000	-	5,000
Accountant Fund	600	(600)	-
Fairer Scotland Fund	-	(2,723)	(2,723)
	<u>9,901</u>	<u>(14,666)</u>	<u>(4,765)</u>
TOTAL FUNDS	<u>46,552</u>	<u>(57,428)</u>	<u>(10,876)</u>

Mind Your Head

Detailed Statement of Financial Activities for the Year Ended 31 March 2014

	31.3.14	31.3.13
	£	£
INCOMING RESOURCES		
Voluntary income		
Gifts	-	-
Donations	22,866	12,446
Legacies	-	2,505
Grants	9,000	10,000
	<hr/>	<hr/>
	31,866	24,951
Activities for generating funds		
Fun Run - Registration Fees	10,298	4,676
Fun Run - Sponsorship	1,300	1,151
Fun Run - Teas	617	300
Merchandise sold at events	1,488	188
Mongol Rally Team Shetland	-	15
Graham Wiseman	-	1,812
Suicide prevention	-	358
Collaborations	534	-
	<hr/>	<hr/>
	14,237	8,500
Investment income		
Deposit account interest	449	449
	<hr/>	<hr/>
Total incoming resources	46,552	33,900
RESOURCES EXPENDED		
Fundraising trading: cost of goods sold and other costs		
Fun Run - Advertising	1,628	649
Fun Run - Sunday Teas	252	-
Fun Run - Bairs activities	-	79
Just giving fees	216	216
Fun Run - T Shirts	2,578	3,040
Fun Run- Coach & Hall Hire	156	90
Fun run - Website	2,400	108
Promise event	269	969
Collaborations	1,462	-
Proactive	10,593	-
Virgin fees	120	-
Merchandise	3,736	-
Minders	473	-
	<hr/>	<hr/>
	23,883	5,151
Charitable activities		
Trustees' expenses	-	316
Wages	22,542	23,132
Social security	1,169	1,131
Carried forward	23,711	24,579

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 2014

	31.3.14	31.3.13
	£	£
Charitable activities		
Brought forward	23,711	24,579
Rent Of Offices	5,261	5,423
Insurance	-	294
Postage and stationery	332	495
Sundries	89	255
Room Hire	-	18
Promotional Material	112	700
Website	187	306
Payroll Costs	457	758
Employee Expenses	173	-
Training	243	1,382
Survey Costs	299	-
Roadshow	-	5,001
Sponsorship	-	750
Supervision & development	1,688	-
	<u>32,552</u>	<u>39,961</u>
Governance costs		
Accountancy	600	-
AGM	110	63
	<u>710</u>	<u>63</u>
Other resources expended		
Fixtures and fittings	39	52
Computer equipment	244	325
	<u>283</u>	<u>377</u>
Total resources expended	57,428	45,552
Net expenditure	<u><u>(10,876)</u></u>	<u><u>(11,652)</u></u>

This page does not form part of the statutory financial statements