

# NO MORE SILENCE

Pieta's Commitment  
to Suicide Prevention

A Year of Advocacy, Action, and Support







# Contents

<b>Who we are and what we do</b>	<b>5</b>
How we help	8
<b>Our year</b>	<b>10</b>
Chairperson's statement	12
Chief executive officer's statement	14
Our impact	16
How we fund Pieta and manage the money you give us	18
A big heartfelt thank you to...	20
<b>Report of the trustees</b>	<b>22</b>
Our strategy, future plans and challenges	24
Early progress and highlights	26
Looking ahead: priorities for 2025	28
How we make an impact	30
Raising money for our vital services	44
<b>How we work</b>	<b>50</b>
Our people and our culture	52
Our social and environmental responsibility	56
Governance, structure and management	58
Managing risk	68
Trustees' responsibility statement	70
<b>Independent auditor's report</b>	<b>74</b>
<b>Financial statements</b>	<b>79</b>
Notes to the financial statements	83
<b>Three ways you can support Pieta</b>	<b>99</b>

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# Welcome to Pieta's annual report and accounts for 2024

## Navigating the report

This report is divided into six easy-to-follow sections:

- 1. Who we are and what we do
- 2. Our year
- 3. Report of the trustees
- 4. How we work
- 5. Independent auditor's report
- 6. Financial statements

You may prefer to read the report from start to finish, but if you'd rather start with the sections that interest you most, we have included easy navigation buttons on each page.

**Using the digital version:** If you're reading the digital version, you can use the clickable buttons in the footer of each page to easily navigate to different sections of the report.

There are also a number of hyperlinks throughout which will take you to additional resources that may be of interest.

**Using the printed version:** The navigation bar at the bottom of each page will help you track which section you're reading, and we've also included a selection of QR codes. To use these, open the camera app on your mobile phone and point the camera at the QR code.

Tap the link or banner that appears, and you'll be taken to a variety of additional resources.









# Our purpose

We exist to reduce suicide and self-harm, and to support those who have been impacted by suicide and self-harm.

# Our mission

We provide professional counselling, support and education to those experiencing suicidal thoughts, self-harming behaviour and to those impacted by suicide and self-harm.



# Our values

Hope is at the heart of what we do, guiding our values and behaviours, and at our core we believe in the following:

- **Respect:** Acknowledging the inherent worth in every person and treating everyone with dignity, courtesy and consideration
- **Compassion:** Demonstrating care, kindness and a willingness to understand others' experiences and perspectives. Adopting a people-centred approach that is free from judgement
- **Collaboration:** Working together in partnership, seeing each person as one who is resourced to play their part in achieving positive outcomes
- **Transparency:** Communicating openly and honestly with integrity and taking responsibility for one's actions and decisions, while being held accountable.

## We live our values by:

- **Fostering an environment where diverse perspectives are valued,** and our clients, staff and partners are treated with dignity and respect, regardless of individual differences
- **Encouraging a culture of compassion,** where those who we support, staff and partners experience understanding and support in everything we do
- **Working together with our clients, staff and partners,** in shared understanding and towards our stated aims
- **We do this by establishing clear communication channels,** being transparent about our decisions, and holding ourselves and each other accountable.

[Click here](#) to see more about what we do...



# How we help

## Our services and supports:



### Prevention

**Education and training:**

- **Resilience Academy** for secondary school students
- **Amber Flag** for:
  - Primary and secondary schools
  - Further education and training centres
  - Youthreach
  - Third-level Institutions
  - Organisations and clubs

**Community awareness raising:**

- **Darkness Into Light**
- **No More Silence**



### Intervention

**Nationwide counselling support:**

- Phone and video one-to-one counselling for those impacted by suicide and self-harm
- 28 community-based, in-person locations, providing one-to-one counselling
- 24-hour crisis text and phoneline



### Postvention

**Suicide Bereavement Liaison Service**

- Bereavement counselling
- Phone and video one-to-one counselling
- 28 community-based, in-person locations, providing one-to-one counselling





# OUR YEAR



# Chairperson's statement

**It is a great honour to take on the role of Chair of Pieta as of January 2025. It is also a challenge.**



While Pieta continues to deliver on its important mission of providing life-saving support to people in crisis and distress, the challenge in delivering that support is getting greater. At Pieta, we are very thankful to those who support us in our important work, and we are very aware that without that support, we would not and will not be able to continue our mission. We are also aware of the difficulty that supporters and donors are facing with increasing personal financial uncertainty and many worthy causes demanding their attention.

The last three years has seen fundraising income in Pieta decrease such that annual income has fallen below annual expenditure. The cumulative deficit over those years is €8.5 million. By using our reserves, we have been able to maintain our services, but that position is not sustainable in the longer term.

The work required to address this position was commenced by my predecessor, Celine Fitzgerald with the development of a sustainability plan, and I would like to thank her for her commitment to Pieta and her leadership of the board over the past four years.

Over the coming year the board, executive team and staff will be looking at how we can stabilise the current situation and create a strong platform that will allow Pieta to grow again. This will involve reviewing how we do things internally and seeking to ensure that the way that we deliver supports to clients meets their needs.

Collaboration is key to this journey. We are committed to deepening our partnerships across both the statutory and non-statutory sectors to strengthen our collective ability to support those in need.

Finally, I would like to offer a heartfelt thanks to our dedicated staff, volunteers and my fellow board members for their unwavering commitment throughout the year. Most importantly, I want to acknowledge and once again, thank our donors – without your generosity, our work simply would not be possible.

Together, we will continue to shine a light in the darkest of places, and ensure that help is always within reach.

**Dr. Terry McWade**  
Chairperson

**“**  
**By using our reserves, we have been able to maintain our services, but that position is not sustainable in the longer term.**



# Chief executive officer's statement

**As I enter my third year with Pieta, my commitment to addressing the devastating realities of suicide and self-harm in Ireland has only deepened. These are urgent, deeply personal issues that affect thousands of lives across the country.**

Each year, approximately 500 people in Ireland die by suicide. One in five of us will experience suicidal thoughts in our lifetime. These are not just statistics, they represent lives lost: sons and daughters, friends, parents and colleagues. Behind every loss is a family, a community, a circle of grief.

The most heartbreaking truth is this: so many of these deaths are preventable.

The scale of the challenge is stark. Nearly 60% of those who come to Pieta for help are under the age of 25. Today's young people face extraordinary pressures – from social media and academic demands to economic uncertainty and a constant stream of global crises. Many are navigating these challenges without adequate support.

The causes of suicidal ideation and self-harm are complex and deeply personal. But what we do know is that timely, compassionate and professional mental health support can save lives. That's why Pieta exists, to meet this crisis with care, urgency and expertise.

In 2024, we provided over 51,000 hours of therapy and responded to almost 100,000 calls and texts through our 24/7 crisis helpline. These numbers reflect not just the scale of need, but also the immense trust placed in us, and the pressure we face to meet that need. As the demand grows, so too does our determination.

Pieta continues to be powered primarily by the generosity of the public with over 80% of our funding coming from community donations and fundraising. Every euro donated helps us save lives, and for that, we are deeply grateful.

2024 also marked the launch of our five-year strategic plan, Hope in Action. This roadmap will guide us in building a more sustainable future for Pieta, ensuring we can continue delivering high-impact services, consistently and reliably. In the year ahead, we will be working closely with our board and our supporters to secure the long-term sustainability of the organisation, strengthening our foundations so we can meet the growing need with confidence and care.

The pages that follow reflect both the achievements of 2024 and the challenges that lie ahead. They are a testament to our commitment



to supporting those in crisis, advocating for mental health, and ensuring that no one feels alone in their darkest moments.

It is time to end the silence. We need honest, open conversations about suicide and self-harm, not just in private, but in schools, workplaces, boardrooms and government offices.

At Pieta, we are leading that conversation. And now, more than ever, we are committed to breaking the stigma and saving lives.

To the thousands of volunteers, supporters and fundraisers across Ireland: thank you. To our board, for your guidance and governance. To our staff, for your tireless dedication. And to our clients, young and old, thank you for trusting us during your most painful moments. Your trust is our hope.

**Stephanie Manahan**  
Chief Executive Officer

“

**Pieta continues to be powered primarily by the generosity of the public with over 80% of our funding coming from community donations and fundraising. Every euro donated helps us save lives, and for that, we are deeply grateful.**



# Our impact

In 2024, Pieta helped tens of thousands of people affected by suicide and self-harm across Ireland. Our services are completely free, and no referral is needed.

The difference we made:

**We provided**



**51,493**

hours of free specialist intervention and bereavement counselling – approximately 990 hours every week.

**We supported**



**6,919**



people through intervention and bereavement counselling

**4,478**



people through phone and video counselling

**526**



bereaved families through our Suicide Bereavement Liaison Service

**2,443**



people under the age of 18 years with counselling

**3,730**

people under the age of 25 years with counselling

**We supported**



**193,373**

people through our education and training programmes

**In total**



**98**

secondary schools participated in our Resilience Academy

**532**

Amber Flags were awarded to primary and secondary schools, further education and training centres, Youthreach, third-level institutions, organisations and clubs

**We answered**



**99,946**

calls and texts to our 24-hour crisis helpline

**We were there for each other**



**98,443**

people joined together for Darkness into Light to show solidarity and raise awareness about suicide and self-harm.



# How we fund Pieta and manage the money you give us

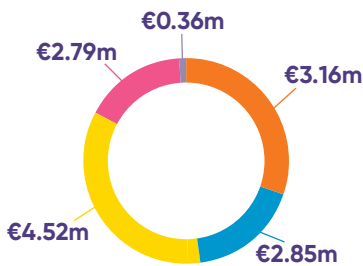
It costs around €17 million each year to run Pieta and over 80% of this funding comes from our generous donors and dedicated supporters.

Every decision we make about where that money goes – whether it’s for our services, support, or fundraising – is driven by one thing: how we can best be there to support those affected by suicide and self-harm. That’s our promise to you.

€13.68m

Total income

- Breakdown:
- €3.16 million donations and legacies
  - €2.85 million fundraisers
  - €4.52 million Darkness Into Light
  - €2.79 million from statutory bodies
  - €0.36 million from other sources



€3.61m

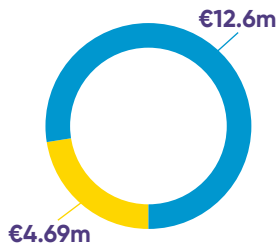
Draw on reserves

For more information, please see page 70

€17.29m

Total expenditure

- Breakdown:
- €12.6 million on charitable activities (e.g. services, supports and operations)
  - €4.69 million on raising income





# A big heartfelt thank you to...

- Our Darkness Into Light Committees, volunteers, participants and donors
- Our board and sub-committee members
- Our incredible lived experience ambassadors
- Our staff
- All of our corporate partners, including:
  - AerCap
  - Ardmac
  - Boeing
  - Boyne Valley
  - Collen Construction
  - Electric Ireland
  - Jones Engineering
  - Lyons Tea
  - Revolut
  - Sisk
  - Uniphar
- The very kind people who left gifts in their wills
  - Pieta expresses gratitude to the executors and offers our heartfelt sympathies to the families and friends of those involved:
    - Rita Butler
    - Margaret Garvey
    - Sean Heaphy
    - Jean Roberta Holmes
    - Jean Patricia Manning
    - Breda Nolan
    - Ita Whelan
- Our statutory and non-statutory partners
  - HSE
  - National Office for Suicide Prevention (NOSP)
  - The Gardai, first responders, Resource Officers for Suicide Prevention and all who work together with us to support communities impacted by suicide

To all of you who have helped us to be there for people affected by suicide and self-harm throughout 2024...

Thank you!

[Click here](#) to hear more about the impact you have when you donate



## Spotlight story



# Cliona

## Cliona O'Hanlon – A journey from grief to strength

**Cliona O'Hanlon's story is a powerful testament to resilience and the life-changing impact of reaching out for help. As a teenager, Cliona faced profound grief with the loss of her baby boy, Harvey. This experience of trauma left deep emotional scars.**

Years later, the birth of her daughter, Sienna, brought immense joy. Yet beneath the happiness, Cliona sensed that some parts of her life remained unsettled. The feelings of unease she had carried for so long surfaced again, making it clear that healing was still needed.

With the encouragement of her husband, Cliona reached out to Pieta. Reflecting on her first experience, she shared:

**"Even walking up to Pieta, I felt like running away, but I was greeted by the friendliest, most welcoming person... My experience was transformational. I was held in a space of love. There was no judgement. They just listened."**

Through Pieta's support, Cliona found a safe space to process her grief and rebuild her strength. She learned how to pause, reflect and face her emotions head-on – tools that have stayed with her ever since.

Today, Cliona channels her journey into advocacy and healing for others. She changed career to become a holistic therapeutic life coach and founded ALIGN, a series of mind, body and spirit charity events supporting Pieta.

Cliona's story is a powerful reminder that healing is possible, hope is real, and that no one has to face their struggles alone.

[Click here](#) to see Cliona's story...



# REPORT OF THE TRUSTEES



“

Mental health support must be accessible for everyone, everywhere.



# Our strategy, future plans and challenges

**Pieta's 2024–2028 Strategy, Hope in Action, which was launched in September 2024, outlines our long-term roadmap to reduce suicide and self-harm in Ireland. It defines our commitment to delivering services that are accessible, impactful and sustainable, in a changing national landscape.**

At the heart of this strategy are three core commitments: Intention and Voice; Value and Impact; and Capacity and Sustainability – underpinned by four key enablers: People and Culture, Funding, Technology Infrastructure and Processes.

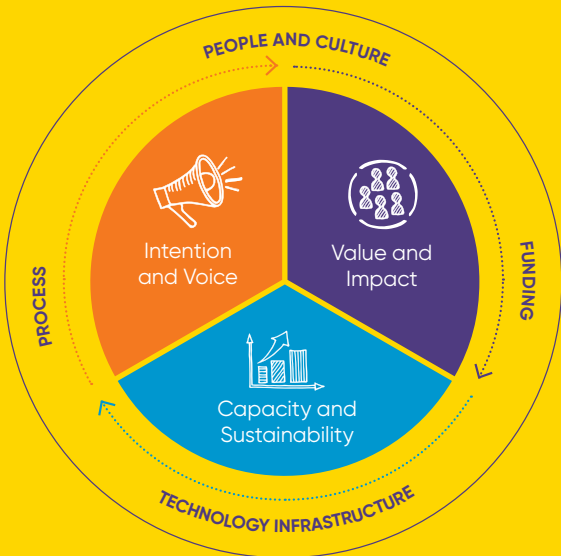
As we close out the first phase of implementation, we are proud to share the early progress made in the first six to eight months, as well as the challenges, lessons and future focus areas shaping our next phase of delivery.

[Click here to read our strategy...](#)

**From launch to action**

Since its launch in September 2024, we have transitioned our strategic commitments from vision to implementation. This included:

- Translating our three core commitments and four enablers into cross-organisational work plans
- Agreeing the key priorities with the board and building an annual business plan to ensure that oversight of the strategic deliverables remains on track
- Embedding the strategy across teams through internal communications, training and workshops.





# Early progress and highlights

Though our journey has just started, we have seen momentum across all areas. Some highlights from 2024 are listed below:



## Commitment 1: Intention and Voice

- We instilled a purpose driven focus into our decision making and supported this through a suite of actions across all our commitments
- As a provider of free and accessible services, we developed enhanced communication, promoting our services and the impact we have as a charity, through online promotion, mainstream media and public engagement campaigns
- We engaged collaboratively within the sector on several projects, including a significant youth mental health initiative, which was launched in early 2025
- We strengthened our advocacy voice, and we built a significant new public campaign calling for **No More Silence** on World Suicide Prevention Day (September 10, 2024).

## Commitment 2: Value and Impact

- In 2024, we launched a comprehensive clinical service model review, designed around three phases over the lifetime of the strategic plan. This review aims to improve clients' experience of Pieta; to simplify the client journey; to enhance operational efficiency and embed the management of risk; and to ensure that services are aligned to best practice
- The focus of Phase One of the review, which started in 2024, is on access to services. A detailed project plan was developed, agreed and commenced in Q4 2024 and remains on target, as the project continues into 2025. Phase One is due for completion by Q4 2025
- This strategic commitment has driven enhancements to measuring our impact and, in 2024, we piloted the use of a new outcome measurement tool. This impact measure was fully rolled out throughout our clinical services in 2025. It enables us to evaluate our impact and outcomes and ensure that we are delivering on our charitable purpose
- In 2024, we established the inaugural 'Bringing Light to Darkness' conference, in collaboration with the School of Nursing, Psychotherapy and Community Health at DCU, delivering on our commitment to research, education and collaboration
- We established a Research Advisory Committee in 2024, to support the development, implementation, review and dissemination of all research activities.

## Commitment 3: Capacity and Sustainability

- As we focus on ensuring that Pieta remains a sustainable organisation, the board agreed a plan in 2024, for ensuring our financial sustainability
- A key focus of this plan was working closely with our statutory partners, the HSE and the National Office for Suicide Prevention (NOSP), to secure funding for our key services. In 2024, we secured additional funding to support the national delivery of the Suicide Bereavement Liaison Service
- Through continued engagement in 2024 with the HSE, the Department of Health and the Minister of State for Mental Health and Older People, we secured additional statutory funding in the budget towards 2024 and 2025 activity
- In 2024, we commenced a review of our fundraising team structures, identifying skills gaps and establishing the groundwork for enhancing these structures across a diversified range of fundraising activities for 2025
- We began the process of reviewing our organisational structures, with a focus on our shared services and clinical services. These reviews are due for completion in 2025.



# Looking ahead: priorities for 2025

## We will:

- Further develop our **No More Silence** advocacy and communication campaign, raising awareness and discussion around suicide and self-harm
- Complete Phase One and commence Phase Two of the clinical review (for more on this, please see page 37)
- Implement the national rollout of our outcome measurement tool and further integrate the lived experience into our feedback mechanisms
- Develop our research agenda by collaborating on a second 'Bringing Light to Darkness' conference and implementing research projects with key partners as detailed on pages 39–41
- Advance our outreach model, by locating new services in counties with no current Pieta centre
- Develop the sustainability model, ensuring that we maximise our income generation and shape our services to take account of this
- Continue to work closely with the HSE, as the Sláintecare transformation is implemented in 2025, and adjust our engagement and reporting to better reflect the new structures
- Enhance our reporting against our HSE service arrangements, to better reflect the impact of the additional funded activity and to ensure that services are aligned to national policy in this regard
- Develop a technology transformation plan to support effective service delivery, alongside an efficient operational organisation.

## Accountability and reporting

- The annual business plan is developed from the strategy and is agreed in January by the board. This plan details the focus for the year ahead and agrees the reporting structure
- The business plan has an associated tracker that ensures oversight and implementation of the strategic plan. This enables visibility on project management, target delivery and achievements against key indicators.

## Challenges and risks

- Risks to delivering on the plan centre around several factors, including delivering on target income, meeting service demands, retaining skilled staff, navigating changing structures in the regionalisation of the HSE and external geopolitical events
- Risks are detailed and monitored, and we have effective mitigants in place. You can find more details on our risk management framework on page 68.

## Spotlight story



## Launching Hope in Action

**On 10 September, 2024, Pieta unveiled Hope in Action, our new five-year strategic plan, setting out our vision to guide the organisation through to 2028. The launch, held on World Suicide Prevention Day, marked a key milestone in Pieta's journey, reinforcing our commitment to reducing suicide and self-harm across Ireland, and securing the long-term sustainability of our life-saving services.**

The launch came at a critical time for suicide prevention. At the event, Pieta outlined how during the previous year, we had responded to over 103,000 crisis calls and texts. We delivered more than 51,000 hours of intervention and bereavement counselling and supported more than 6,000 individuals through our in-person and remote services.

These figures highlight the growing demand for accessible mental health support and the urgent need to secure sustainable funding into the future.

Speaking at the event, Pieta's Chief Executive, Stephanie Manahan outlined the challenges ahead and called for greater government support to protect and grow vital services:

**"While it's encouraging that more people are seeking support, our ability to maintain current levels of service is under threat without increased funding."**

Stephanie also shared the key focus areas that **Hope in Action** will address: strengthening community engagement; developing tailored support services; advocating for suicide prevention as a national policy priority; and building stronger partnerships across the mental health sector. She emphasised that these are not ambitions for the future. They are actions that are needed urgently to meet rising demand and support communities across Ireland.

The launch of **Hope in Action** signals a bold new chapter for Pieta – a commitment to innovation, resilience and community-driven action. Together, with the support of our donors, volunteers, partners and funders, we are working toward a future where no one faces a crisis alone.

[Click here to read our strategy...](#)



# How we make an impact

## Pieta is committed to delivering high quality, accessible and outcome-focused services to reduce suicide and self-harm.

Suicide and self-harm are urgent issues affecting communities across Ireland. Over 500 people die by suicide each year.<sup>1</sup> Every suicide is a tragedy, with the devastating effects being felt by the person's family and friends, as well as their communities, workplaces, schools and beyond.

Pieta works to reduce suicide and self-harm with the understanding that communities across Ireland have different needs and priorities. We build meaningful connections and partnerships to coordinate, integrate and adapt our services, based on local needs.

Pieta implements a comprehensive approach to tackling these problems, using three main pillars of practice: prevention, intervention and postvention.

### Prevention

Our prevention activities aim to increase awareness of suicide and self-harm and the supports available; reduce stigma; and equip individuals and groups with the information and skills to promote positive mental health and resilience, so that they can effectively support one another and bolster their own ability to cope with challenges. These initiatives include the **Resilience Academy** and the **Amber Flag** programmes, as well as our public campaigns such as **Darkness into Light, No More Silence** and others.

### Intervention

Pieta provides free and professional counselling services for people who are experiencing suicidal ideation or engaging in self-harm. Our therapy model is strengths-based and solution-focused. Counselling psychotherapy is available in-person, over the phone and by video. Pieta provides 24/7 support to anyone in crisis, bereaved by suicide, or seeking information for a loved one in crisis, through our helpline and textline, which are open 365 days per year.

### Postvention

Our Suicide Bereavement Liaison Service provides information and support to individuals, families and communities affected by suicide. Pieta also provides free and professional suicide bereavement therapy.

### Spotlight story



## Hope for the future – a therapist's story

**Hope is at the heart of Emily Keenan's work at Pieta.**

**As a therapist supporting people impacted by suicide and self-harm, Emily's goal is to help clients see a future worth fighting for, even when they feel lost.**

"Hope is a huge part of my work," Emily explains. "I'm always trying to instil hope within the clients, to let them see that there's a future ahead, even when it's hard to believe."

When people come to Pieta in crisis, it can be difficult for them to imagine feeling any different. Many believe their pain will never ease.

"Clients often think: 'I'm always going to feel like this. Nothing will ever change,'" Emily says. "But I tell them it doesn't have to be like this. Things can change. The future can be brighter and happier."

Every conversation at Pieta is a life changing opportunity to offer support, safety and hope.

"We're here for people who are suicidal, who are engaging in self-harm, or who have been bereaved by suicide," Emily says. "The support Pieta receives from the public is crucial. It's what makes this help possible."

Every hour of every day, Pieta's therapists are working to restore hope, rebuild futures and remind people that no matter how dark things seem, brighter days are ahead.

[Click here to see Emily's story...](#)

<sup>1</sup> Central Statistics Office (2024). Suicide Statistics 2021 [online]: <https://www.cso.ie/en/releasesandpublications/ep/p-ss/suicidestatistics2021/>



## Spotlight story



# Pieta's Role in PJ Gallagher: Changing My Mind Documentary

In May 2024, RTÉ aired the documentary PJ Gallagher: Changing My Mind. This offered an intimate look into comedian PJ Gallagher's personal journey with mental health. The film candidly explored PJ's experiences and his mission to confront the stigma surrounding mental illness.

Throughout his journey, PJ engaged with various advocacy groups and mental health professionals, including Pieta's own therapist, Verona Farrell. Verona provided valuable insights into Pieta's work in suicide prevention and the critical support offered to people in crisis.

[Click here to see PJ's documentary on RTE player...](#)

The documentary highlighted a significant gender disparity. While suicide is the leading cause of death among men under 25, around 60% of Pieta's service users are female, underscoring the need for increased mental health support for men. PJ's openness and determination to foster conversations about mental health have significantly contributed to raising awareness and supporting organisations like Pieta in their mission to prevent suicide and self-harm.

## Prevention

Pieta's prevention strategy aims to promote positive mental health and resilience, and equip individuals, groups and communities with the information, skills and strategies they need to practice self-care and to support others in crisis.

## Education and training

In 2024, Pieta delivered impactful, evidence-informed programmes, talks and workshops across communities. This work empowers individuals and organisations to recognise and respond to the signs of suicide and self-harm, as well as equipping them with practical tools, skills and knowledge to build their resilience.

## Resilience Academy

The **Resilience Academy** offers two programmes for post-primary schools, providing students with the necessary skills and knowledge to promote their emotional resilience: Road to Resilience and Building Resilience. The Road to Resilience programme was updated in 2024, based on feedback from participants.

### 2024 in numbers:

- 623 teachers and 25,418 students in 98 schools participated in the **Resilience Academy**.
- 19 schools participated in both the Road to Resilience and Building Resilience programmes.

### What schools say:

- "It was fun writing out our goals and learning about self-care"
- "I learnt ways to cope with things and learnt more about my emotions during this programme - which I liked."
- "We were able to think deeply about our actions and decisions, which we never really do a lot, so it felt good."

## Amber Flag

The vision of the **Amber Flag** is to promote positive mental health and wellbeing in communities through shared participation, knowledge and empowerment.

### 2024 in numbers:

- 532 **Amber Flags** were awarded around the country (519 in 2023)
- 58% were new applications across primary schools, post-primary schools, further education institutions and community groups
- 178,407 students, staff, volunteers, members and service users participated (145,636 in 2023)
- 30 counties were represented.

### What participants say:

- "The **Amber Flag** programme gave a clear direction and structure to wellbeing activities in the school and the sense of achievement with being able to earn the flag was invaluable."
- "As a people-centric organisation, the health and mental wellbeing of our employees rank as our top priorities. Being active participants in the **Amber Flag** Programme, we aim to inspire other organisations to recognise the value in prioritising employee wellbeing and to join us in participating."
- "Participation in the **Amber Flag** programme creates a positive atmosphere in our school."



Information and support for parents and carers

**Six-week pilot psychoeducation group for parents/carers**  
Research conducted by Pieta, in collaboration with the Youth Mental Health Lab in University College Dublin (UCD) identified the informational needs of parents/carers of adolescents who self-harm and gathered data on their preferences for accessing this information. Following this, Pieta developed a psychoeducational programme for the parents/carers of young people who self-harm, to meet their identified needs. Pieta piloted this six-week psychoeducational programme in 2023 and 2024.

The purpose of this programme is to increase understanding of self-harm and suicide, provide parents/carers with the information they need to support their young person and equip them with strategies for self-care. The pilot was evaluated in 2024 and based on the positive findings from this evaluation, the programme is due to be continued in 2025.

**Information seminars for parents/carers**  
In 2024, Pieta delivered a series of talks and seminars specifically designed for parents/carers, focusing on raising awareness of suicide and self-harm. These sessions aimed to equip parents/carers with the knowledge and tools needed to better understand and support their children's mental health. By offering psychoeducational support, Pieta helped foster more informed, compassionate responses within families and communities.

**Key person support**  
Family members and carers supporting our clients under the age of 18 are an important part of ongoing therapy. Our Key Person Support service offers one-to-one guidance to parents/carers on how to manage their own emotions and how best to support their child in crisis. We offer up to four once-weekly appointments, and this service is free of charge.

**Intervention**  
Pieta provides a range of vital and accessible intervention services for people affected by suicide and self-harm.

**Crisis helpline – 1800 247 247**  
The crisis helpline is operated by qualified and experienced therapists and offers free support to anyone experiencing suicidal ideation, engaging in self-harm, bereaved by suicide, or seeking information or support for a loved one in crisis. The service is available 24 hours per day, 365 days a year and is accessible from anywhere in the Republic of Ireland.

**2024 in numbers:**

- 31,127 calls were answered (27,914 in 2023)
- 68,819 texts were received (75,439 in 2023)

**What callers say:**

" It gave me someone to talk to in a difficult moment, so I could cope until that moment passed."

" Always felt better after making the call."

" I felt supported and not alone."

**Psychotherapy and counselling**  
Pieta offers free, professional and evidence-based counselling for people experiencing thoughts of suicide or self-harm, or grieving a suicide loss. Our accredited therapists provide expert support to children, young people and adults.

**We offer therapy:**

- In-person in any of our 28 locations across Ireland
- By video
- By phone

This makes our services accessible to more people, accommodating their different preferences and needs.

**2024 in numbers:**

- 51,493 hours of therapy (50,944 in 2023) were provided to 6,919 people (6,865 in 2023)
- 33,280 therapy appointments were held in-person (65% of all appointments)
- 18,213 appointments were held by phone and video (35% of all appointments)
- 85% of adult clients reported that they felt connected with their therapist
- 91% felt that their views were taken seriously
- 92% felt that their therapist was compassionate, supportive and professional.
- 17,848 hours of therapy were provided to 2,433 people under the age of 18 years (2,553 hours to 17,954 clients under 18 in 2023)
- 26,923 hours of therapy were provided to 3,730 people aged under 25 years (In 2023, 27,959 hours of therapy were provided to 3,865 clients U25 years)

**What people say:**

" Being able to process traumatic situations and talk honestly about my struggles. It was met with compassion, which was really lovely." (In-person service)

" It was a brilliant service and something that changed the course of my wellbeing. Without the phone counselling, I couldn't have attended each week." (Virtual service)

" Quite simply I would not be here only for them. Every single contact was so kind and compassionate. My counsellor was amazing, made me feel so safe and helped me to get into what I was feeling" (In-person service)

" I found the whole experience really great. I felt relaxed and not anxious as I would be if I had to travel. As I was in my own home, I felt that I got the most out of the session from the very start" (Virtual service).

**Postvention**  
Recognising the unique and complex nature of suicide grief, Pieta provides comprehensive postvention support to individuals, families and communities who have been bereaved by suicide.

**Bereavement counselling**  
Pieta offers bereavement counselling to individuals. This is available in-person, by video or by phone. Bereavement therapy aims to help people to deal with loss, by offering emotional support, guidance and coping strategies.

**Suicide bereavement liaison service**  
In 2024, the Suicide Bereavement Liaison Service continued to support individuals, families and communities in the immediate aftermath of a death by suicide. This service also provides psychoeducation and emotional support to community groups.

526 households were supported by the Suicide Bereavement Liaison Service in 2024 (606 in 2023 and a total of 1,802 households were supported since 2022).

“

**I found the whole experience really great. I felt relaxed and not anxious as I would be if I had to travel. As I was in my own home, I felt that I got the most out of the session from the very start.**

(client who used our virtual therapy service)

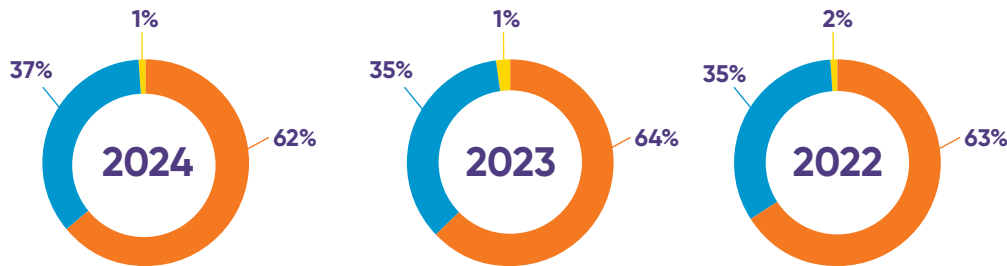


The people who come to our services



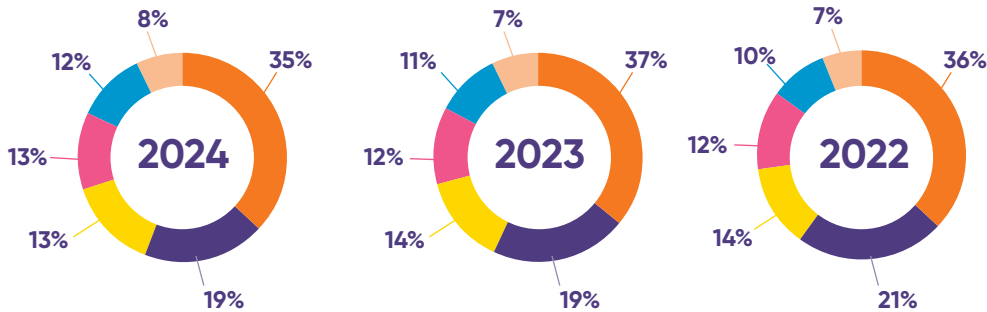
Gender

- Female
- Male
- Other



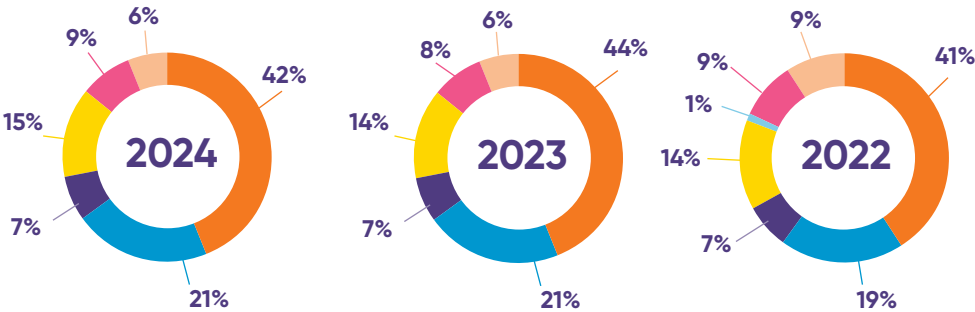
Age range

- Under 18
- 18 – 25
- 26 – 35
- 36 – 45
- 46 – 55
- Over 55



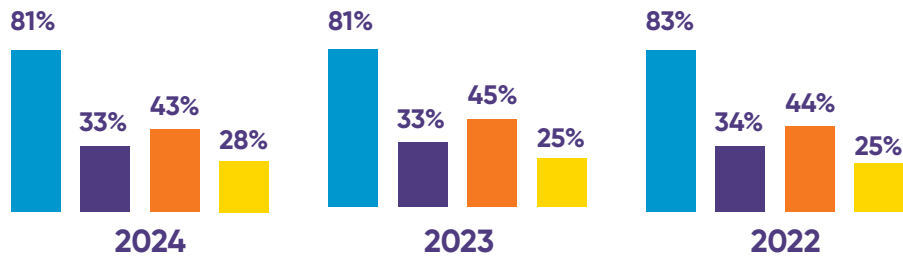
Employment status

- Student
- Employed full-time
- Employed part-time
- Unemployed
- Apprentice
- Other
- Not specified



Presenting conditions

- Suicidal ideation
- Suicide attempt
- Deliberate self-harm
- Suicide bereavement



Our evolving services and supports

Clinical review

At Pieta, we are continuously working to provide timely and accessible support to people in crisis. The development of our strategy, **Hope in Action** provided the momentum to review our clinical services in 2024, to ensure that they:

- Deliver positive outcomes for all our clients
- Align to best practice and national and local strategies
- Are provided collaboratively with others
- Are delivered efficiently and effectively, in line with income.

In 2024 we commenced a plan to:

- Undertake a review of existing areas of service delivery, prioritising accessibility and our crisis model
- Explore the feasibility of introducing new interventions and/or approaches to meet the needs of those impacted by suicide and self-harm.

We established a project team and developed a detailed programme of work. In undertaking this work, we are committed to ensuring the decisions we take are evidence-based and informed by client feedback and input. When we make changes, we want to ensure that they work for the people using our services. Work began in earnest at the end of 2024 on reviewing how our clients access our services, how our crisis model works and identifying key stakeholders to engage with in 2025.

New locations and investment in local services

In 2024, Pieta established several new services and relocated others to meet client demand and enhance accessibility. Pieta uses an integrated approach, to embed services in locations where a range of supports and services are available.

In 2024 Pieta:

- Established a new in-person service in the Redeemer Family Resource Centre in Dundalk
- Relocated our Tuam services to a new co-located facility in Brú Bhríde, Tuam
- Expanded services in Cavan and Monaghan to a total of 40 hours per week, across six locations
- Integrated our Collins Avenue service into the purpose-built Pieta Swords centre. Pieta Swords provides over 200 appointments per week
- Expanded therapy hours in our Ballyfermot and Athlone centres
- Started developing new Pieta services in Kildare, Wicklow and Meath, following the closure of our Lucan services. We identified co-facilitation locations and services, and these are expected to open in 2025
- Increased the number of children and young people supported in Blanchardstown and Balbriggan
- Further developed our outreach centres in Sligo, Dublin and West Cork.



We are committed to ensuring the decisions we take are evidence-based and informed by client feedback and input"



## Supporting social inclusion

### LGBTQI+ community

LGBTQI+ individuals are a priority group defined by *Connecting for Life*, Ireland's national strategy for suicide reduction, as they are at an increased risk of self-harm and suicidal behaviour. Pieta welcomes LGBTQI+ individuals, across all of our services. In addition, we partner with BeLonG To and we provide free crisis counselling services for LGBTQI+ young people who are self-harming, experiencing suicidal ideation or bereaved by suicide.

Pieta's education and training team developed and delivered the project: 'Empowerment Through Education' in 2024. This provided education and resources on suicide prevention and self-harm awareness, tailored to the specific needs of adults in the LGBTQI+ community. We are grateful to the Department of Children, Equality, Disability, Integration and Youth for funding this project.

In 2024, Pieta took part in Dublin's Pride celebrations, marking an important moment in our ongoing commitment to supporting mental health within the LGBTQI+ community. We hosted a stall in Pride Village, offering information, conversations and support to thousands of attendees. Our team also marched in the parade, standing in solidarity with the LGBTQI+ community and affirming that mental health support must be accessible for everyone, everywhere.

### Traveller community

The Traveller community in Ireland continues to face serious challenges around mental health and suicide. Pieta recognises the value of working closely with Traveller organisations and community groups on initiatives that raise awareness and improve access to mental health supports. In 2024, Pieta attended Traveller workshops, organised by the HSE and we provided information on Pieta services to workshop participants. Pieta is a member of the Traveller Network Group and actively engages with the Offaly Traveller Movement.

## Farming and rural communities

Farmers face unique pressures from isolation and financial uncertainty, all of which contribute to higher rates of stress, depression and suicide, compared to the general population. Recognising this, Pieta was proud to stand alongside the Irish Farmers' Association (IFA) at the National Ploughing Championships. This event provided a vital platform to raise awareness of the mental health challenges facing rural communities, to highlight the critical importance of suicide prevention services and to stress the urgent need to break the silence around suicide. Building on this partnership, Pieta and the IFA launched the *Farmer Resilience Programme* in 2025. This programme is designed to give farmers the tools to strengthen their mental wellbeing, reduce stigma and protect their livelihoods.

### Spotlight story



## Bringing Light to Darkness

**Pieta and the School of Nursing, Psychotherapy and Community Health (SNPCH) in Dublin City University (DCU) co-hosted the inaugural conference, 'Bringing Light to Darkness: Re-searching Lived Experiences around Suicide and Self-Harm, from Crisis to Recovery in Ireland' in December 2024. This one-day, in-person event platformed contemporary research on suicide and self-harm in Ireland.**

It emphasised the need for the voice of lived experience in research, and brought together approximately 100 attendees, from the diverse community of academics, clinicians, people with lived experiences, students, volunteers and all associated with suicide prevention, to network and exchange ideas.

The event featured Dr. Eve Griffin from the National Suicide Research Foundation, as our keynote speaker, as well as several spotlight speakers including Dr. Gemma Cox, the National Office for Suicide Prevention, Sally Lovejoy, the National Clinical Programme for Self-Harm and Suicide-Related Ideation, and Dr. Shari McDaid, UK Mental Health Foundation.

The conference highlights included interactive panel discussions, that covered a range of topics related to suicide and self-harm lived experiences; research and policy inputs; as well as educational and engaging research breakout sessions. There was also an exhibition area where organisations from the field of mental health and suicide prevention hosted stalls to showcase their projects, programmes and impact to attendees.

'Bringing Light to Darkness' provided an opportunity for dialogue, learning and action. The event highlighted the need for investment in high quality research on suicide and self-harm, the importance of including the voice of lived experience in all research activities and the need to ensure that all suicide reduction policy and practices are evidence-based.



Supporting clinical projects and programmes

Research and evaluation

The research and evaluation team builds the evidence base and research capacity for Pieta's services. As part of this process, the team collects feedback and consults with service users and other key stakeholders.

Measuring client outcomes (CORE Pilot)

Connecting for Life, Ireland's national strategy to reduce suicide, notes that suicide prevention services should systematically monitor and evaluate the effectiveness of services through outcome measurement. Reflecting this Pieta introduced the use of Clinical Outcome Routine Evaluation (CORE) measures in 2024.

CORE allows Pieta to collect, monitor and evaluate data on client outcomes and improve service quality, to ensure that it is consistent with best practice and national policy.

In 2024, Pieta piloted the use of CORE measures in Connacht and Ulster. Due to the positive preliminary findings of this pilot and in line with our strategic goals, CORE is due to be rolled out in all Pieta centres nationwide in 2025.

Client feedback

Our clients' views and lived experiences are instrumental in shaping how we work, ensuring that we provide high quality services that meet our clients' needs. In 2024, the research and evaluation team updated the client experience surveys and processes, in line with recommendations made by a 2023 review.

There was an overall response rate of 23% in 2024, which was an increase from the 6% response rate in 2019. The number of responses continue to rise, with almost 700 responses to our surveys in 2024, up from 650 in 2023. Findings have been consistently very positive.

Here are some highlights from our adult responses:



Informational resources for parents

Pieta collaborated with researchers from UCD and Maynooth University on a project, funded by the National Office for Suicide Prevention (NOSP), to co-design online informational resources for parents/carers of adolescents who self-harm. The team worked with groups of parents/carers with lived experience of supporting an adolescent who self-harmed or who experienced suicidal ideation, to co-create online informational resources for parents. Furthermore, a consultation with young people with lived experience of self-harming was carried out, to ensure that the information being provided for parents is consistent with interventions that young people find helpful. This project commenced in 2024 and will be completed in 2025.



Collaborative safety planning

People who present to hospital for self-harm are an important priority group for suicide prevention. Pieta is collaborating with the National Suicide Research Foundation (NSRF), University College Cork and Shine on the Health Research Board-funded project: 'Implementing family/carer informed collaborative safety planning for those who attend hospital having engaged in self-harm'.

This project, which started in 2024, aims to understand the challenges and opportunities of family-informed care. It focuses on safety planning and care pathways, by gathering perspectives from health professionals, policymakers, individuals with lived experience and their family/carers. An e-learning module for healthcare professionals and informational resources for patients will be developed in 2025.



Research advisory committee

In line with our new strategy and to support Goal 7 of Connecting for Life, Ireland's national strategy for reducing suicide, we have been working to identify and put in place the resources, policies and procedures needed to increase the research capacity of the organisation.

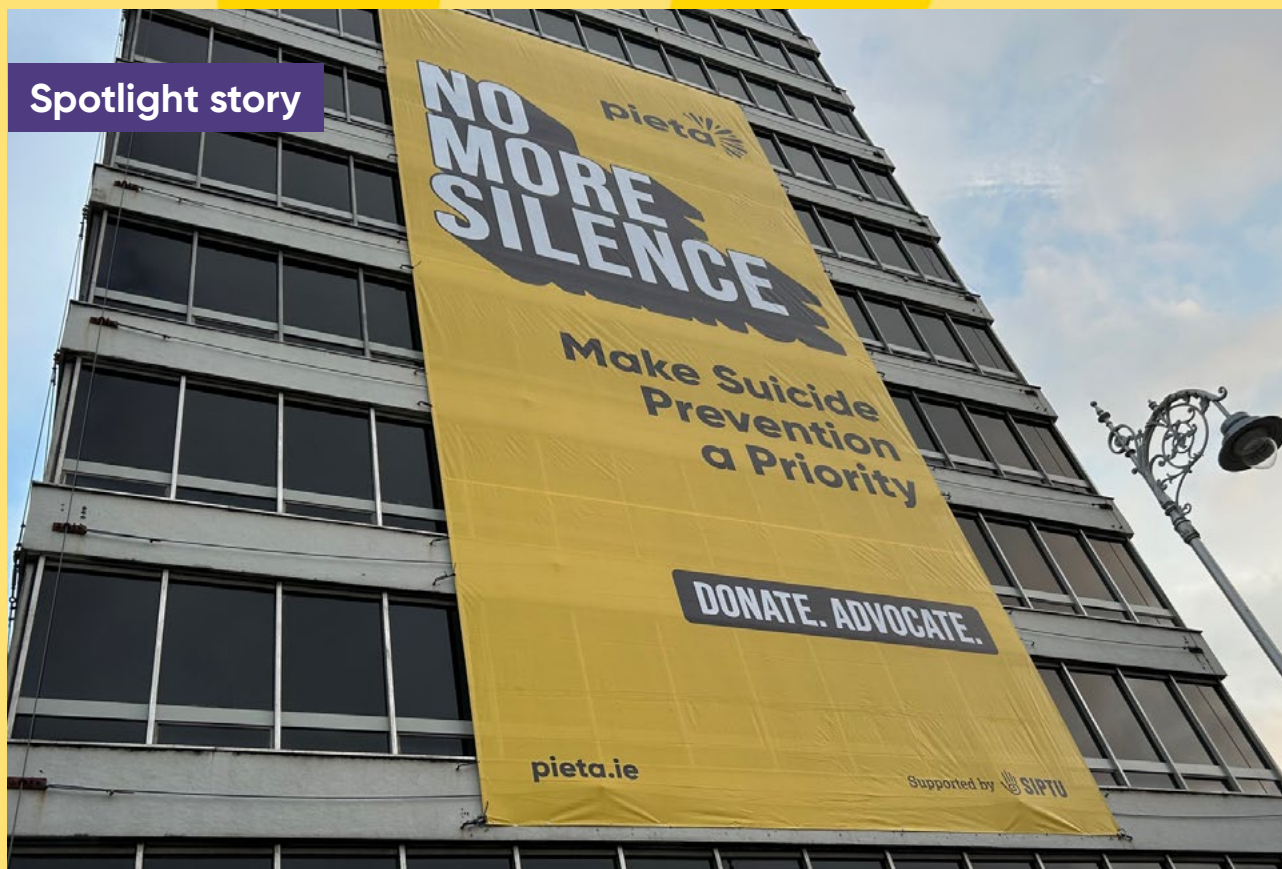
In 2024, we established Pieta's Research Advisory Committee (RAC), to advise on and support the development, implementation, review and dissemination of all research conducted by, for or with Pieta. Members of the RAC include:

- Professor Eilis Hennessy, UCD School of Psychology & Pieta Board Member (2020 – 2024)
- Dr. Lauren Kavanagh, the National Disability Authority
- Calvin Swords, Maynooth University.

“Our clients' views and lived experiences are instrumental in shaping how we work, ensuring that we provide high quality services that meet our clients' needs.”



## Spotlight story



# The No More Silence campaign

**Building on the momentum of our strategic launch, Pieta also launched No More Silence, our first fully integrated communications, fundraising and advocacy campaign.**

Launched on World Suicide Prevention Day 2024, **No More Silence** called for suicide prevention to be prioritised at every level of Irish society, from national government to everyday conversations. It empowered individuals and communities to take action by:

- **Advocating:** Learning the warning signs of suicide and opening conversations in their communities
- **Donating:** Supporting Pieta's free, 24/7 crisis services through financial contributions
- **Fundraising:** Organising events to raise vital funds and awareness for suicide prevention.

At the campaign launch, CEO Stephanie Manahan urged immediate action:

**"Today, on World Suicide Prevention Day, Pieta calls for No More Silence on suicide and we ask the government to prioritise suicide prevention in the budget and the next programme for government."**

The campaign resonated deeply across Ireland. From boxing matches to community walks, people found creative ways to get involved, helping to raise vital funds and sparking a national dialogue around mental health.

**No More Silence** marked an important step in strengthening Pieta's role as a leading voice for suicide prevention in Ireland.

[Click here to see more about No More Silence...](#)

## Community engagement and support

### National advocacy and engagement

We are grateful for the continued support of the HSE, at both national and local level. The HSE National Office for Suicide Prevention (NOSP) provides Pieta with partial funding for our clinical services. In 2024, we engaged and met with the office regularly, and we delivered on our agreed service arrangements. We also worked with HSE Mental Health Operations, at national and local level to deliver integrated and improved services for people affected by suicide and self-harm.

As a significant proportion of Pieta's clients are children and young people, we met with the leadership team from the National Office for Child and Youth Mental Health in the HSE, to provide an update on Pieta's extensive work on child and youth mental health and to discuss how Pieta contributes to the provision of supports for children and young adults.

Pieta was identified as a partner organisation in the 2025 published action plan for the reform of child and youth mental health services, and we look forward to working with statutory and non-statutory partners in 2025, as this action plan comes to fruition.

### Policy fora

Pieta's work is fundamental to implementing Ireland's national strategy to reduce suicide, Connecting for Life. As well as reporting to the HSE and to the government on our contribution to implementing this policy, we engaged directly with the National Cross-Sectoral Steering and Implementation Group. As Connecting for Life came to the end of its policy cycle in 2024 and is due to be evaluated in 2025, Stephanie Manahan, Pieta's CEO was appointed to the review group responsible for advising on this evaluation. Recommendation 26 of Sharing the Vision aims to enhance the partnership between HSE services and the community and voluntary sector and Pieta sits on the working group for implementing this recommendation. We also engaged, throughout the year, with members of the National Implementation and Monitoring Committee, who oversee the policy.

## Collaboration across Ireland

To increase our reach and impact, and to ensure the ongoing delivery of our services in a partnership model, we engage and collaborate with organisations and professional bodies across Ireland. We would like to especially thank the following organisations for their engagement last year: the Ombudsman for Children, the ICGP, MyMind, Helplink, See Change, the Samaritans, Spunout, the Irish Farmers' Association, BeLonG To, Mental Health Reform, the National Suicide Research Foundation, Barnardos, the ISPC, the Children's Rights Alliance, Exchange House and many others.

### Political engagement and reporting

Pieta advocates for continued investment in Ireland's mental health services and the full implementation of government policy. We engaged closely with the Oireachtas in 2024 to advance this work. We are particularly grateful for the continued support of the Minister of State for Mental Health and Older People, Mary Butler, TD and her office for their close co-operation and engagement with us in 2024.

In accordance with the regulations, Pieta registers all lobbying activities on *The Register of Lobbying*.

### Pre-budget submission

In 2024, Pieta published a pre-budget submission, calling on the government to prioritise the urgent issues of suicide and self-harm, by investing in Pieta's lifesaving national prevention, intervention and postvention services.

[Click here to read what we're advocating for...](#)

**A significant proportion of Pieta's clients are children and young people.**



# Raising money for our vital services

## Fundraising at Pieta in 2024

Total income

€13.68 million

(€14.3 million in 2023)

Breakdown:

€3.16m

Donations and legacies  
(€4.3m in 2023)

€2.85m

Public fundraisers  
(€2.5 in 2023)

€0.36m

Other sources  
(€0.12m in 2023)

€4.52m

Darkness Into Light  
(€4.7m in 2023)

€2.79m

Income from  
statutory bodies  
(€2.3m in 2023)

## In 2024, Pieta continued to explore and innovate to find new ways to fundraise in support of our services.

Fundraising is essential to sustaining Pieta's life-saving services. With 82% of our income coming directly from the public in 2024 including a draw on funding reserves, the generosity of individuals, communities and corporate partners enabled us to continue delivering services and supports to people who have been affected by suicide and self-harm in 2024.

To everyone who registered, fundraised, donated, partnered, or shared our message this year: thank you. Your support doesn't just fund services – it helps to end silence, break stigma and save lives.

In a challenging economic environment, Pieta's fundraising model continues to evolve. Building a stronger, more diversified and sustainable fundraising model means that Pieta is investing across multiple fundraising pillars: individual giving, corporate partnerships, community fundraising and digital innovations.

### The power of individual giving

In 2024, thousands of generous donors supported Pieta's work through our individual giving and legacy programmes. These are vital parts of Pieta's fundraising, providing direct and lasting impact through one-off donations, monthly gifts, gifts in wills and in-memory giving.

The cornerstones of our programme in 2024 were the summer and Christmas appeals, which reached our supporters with powerful stories of resilience and recovery. Many donors chose to give monthly, providing steady, sustainable support through our Guiding Lights programme.

### The power of corporate support

Another key area of ongoing development within Pieta's fundraising strategy is corporate giving. In 2024, Pieta was proud to work with hundreds of businesses, generating vital income and helping to strengthen and diversify the support that sustains our services.

Corporate supporters play a vital role in our fundraising model, providing critical support through financial contributions, employee fundraising, event sponsorships and volunteering. We remain deeply grateful for every euro donated – each one a direct investment in hope, healing and prevention.

**"Supporting Pieta means supporting real people at their most vulnerable moments. We are proud to work with Pieta to help ensure that free, professional support is available when it's needed most. Together, we can make sure that no one faces a crisis alone."**

Damien Cunningham, Corporate Social Responsibility Lead, Ardmac

### Partnership highlights from 2024

- **Ardmac Cycle of Hope:** Ardmac's annual Cycle of Hope brought employees, partners and supporters together for a nationwide cycling challenge, raising vital funds and breaking down stigmas around mental health.
- **Boeing Ireland:** Boeing's charity partnership provided financial support and employee volunteer hours, helping to extend Pieta's message of resilience and support into business communities.

Pieta is deeply grateful to all our corporate supporters. Whether raising funds, volunteering time, or championing mental health in the workplace, your contributions help end the silence and bring life-saving support to people across Ireland.





## Spotlight story



# Dermot

## Dermot Higgins – making waves for mental health

**At 62, adventurer and former schoolteacher Dermot Higgins became the fastest and oldest person to swim the full 250km length of the River Shannon, completing the journey in just 10 days. But this wasn't just a record-breaking feat. Dermot took on the challenge to raise funds for Pieta and shine a light on suicide prevention and mental health support.**

Dermot's connection to Pieta is deeply personal. Having experienced depression and suicidal thoughts in the past, he credits Pieta with helping him through some of his darkest moments.

**"I probably wouldn't be alive today if it wasn't for Pieta," he says.**

This incredible swim is just one of the many things Dermot has done to support our work. Over the years, he has raised more than €250,000 for various causes, written a book with proceeds going to Pieta, and led multiple fundraisers to break the stigma around suicide.

Dermot's determination reminds us that when we talk openly, push boundaries and stand together, change is possible. He's not done yet.

Next summer, he plans to swim around the island of Ireland.

**Thank you, Dermot, for keeping the conversation going and making every kilometre count.**

## Community fundraising in 2024: a year of collective action

Local events and grassroots fundraising don't just raise vital funds. They also open up important conversations about suicide prevention in towns, villages and communities across Ireland, helping to break stigma, raise awareness of vital services and show support for those in crisis.

In 2024, we focused on strengthening local engagement and grassroots support to help build a broad, resilient fundraising income stream that supports Pieta's mission today and into the future. Over 1,000 fundraising events were organised in 2024, in communities across Ireland, generating €2.85 million and showing incredible solidarity and creativity, in support of Pieta's mission.

### Some highlights:

- **Amsterdam to Athens Cycle:** Cilian, Ryan and Jack O'Connor cycled across Europe, from Amsterdam to Athens raising over €15,000
- **Bohernabreena Classic Car Show:** Bohernabreena Classic Car Show and Fair took place in Bohernabreena Church Field on Sunday, 7 July, 2024. All proceeds were donated to Pieta
- **Oylegate Vintage Club, Light Up the Night, Road Run:** This annual event has supported Pieta over the past six years, raising over €80,000, to date. The event has tractors, cars and trucks donned in lights, as they travel from Oylegate GAA grounds to Enniscorthy town and back
- **Hugh Crehan, Chicago Marathon:** Hugh raised over €17,000 by running the marathon, in memory of his brother who tragically died by suicide
- **Coast to Coast:** 12 cyclists raised over €22,000 cycling from Greystones in Wicklow to Doolin in Clare
- **Freezebury:** Five supporters took on the Freezebury challenge, in remembrance of their friend Conor Duffy, raising over €19,000 for Pieta. This challenge involves getting into freezing water everyday over the course of a month, with the number of minutes spent in the water increasing daily.
- **Rumble in the Services:** Emergency services personnel raised over €17,000, through a charity boxing event at Dublin's National Stadium
- **Irish Life Dublin Marathon:** 100 supporters ran for Pieta, raising vital awareness and funds.

Our dedicated supporters once again proved that hope shines brightest when we come together. We extend our deepest gratitude to all who participated in fundraising events, which provided vital support for Pieta's life-saving services.

## Darkness into Light: the most important sunrise of the year

In 2024, over 98,000 people rose before dawn to walk in hope on 11 May, 2024. A total of 212 communities hosted official **Darkness Into Light** events, joined by participants in 12 countries. Together, they raised €4.52 million, reaffirming **Darkness Into Light's** place at the heart of Pieta's mission.

At the core of every **Darkness Into Light** walk is a group of committed volunteers, who bring compassion, energy and determination to the cause. Sharon Ledwith, of the Athenry Committee, lost her brother to suicide 24 years ago, before Pieta existed, and she has been determined ever since to make support available for others. Now a grief counsellor, Sharon can see the difference that early intervention and community support can make, "Pieta is a specialist in suicide prevention, and that's what makes all the difference," she says. "People need to know that there is help – that they are not alone." Having also experienced her own mental health crises and survived two suicide attempts, Sharon brings an empathy to her role that is felt by all who work alongside her. She's passionate about the way the Athenry community comes together around **Darkness Into Light**, not just to fundraise, but to challenge the stigma that so often surrounds suicide. "It's not just about walking together – it's about opening space for real conversations. People feel seen, and that matters".



**Digital innovation: challenges that inspire**

At Pieta, digital innovation is a key part of our strategy to build a stronger, more resilient fundraising model. In 2024, we continued to invest in digital-first campaigns that not only raised vital funds but also expanded our reach and deepened engagement with supporters. Whether running, doing press ups or braving the elements for our 12 dips at Christmas challenge, thousands of supporters participated in our digital challenges throughout the year.

**Looking ahead: building a stronger future**

Significant progress has been made in diversifying Pieta's income across 2023 and 2024. In line with our strategy, we will build on this momentum in 2025, by developing a new multi-year fundraising and engagement strategy, to drive Pieta's growth and financial sustainability through to 2028. We will continue to invest in building sustainable income streams, deepening partnerships, expanding digital engagement and empowering local fundraising. By continuing to build a resilient and diverse fundraising model, we are strengthening the long-term sustainability of Pieta's life-saving services now and into the future.



Report of the Trustees

**Spotlight story**

Paul



**Paul Mescal champions suicide prevention on the world stage**

**In 2024, actor Paul Mescal, best known for his role as Connell in *Normal People*, continued to show his steadfast support for Pieta's work to prevent suicide and self-harm.**

In June, Paul reunited with his *Normal People* co-star, Daisy Edgar-Jones and director, Lenny Abrahamson for a special marathon screening of all twelve episodes of the series in London. The exclusive event, which included a live Q&A session, raised vital funds for Pieta and UNICEF. Tickets were raffled internationally, with winners travelling from around the world to watch the series alongside Paul and Daisy.

Later in the year, Paul partnered with the online marketplace, Vinted to auction clothing items from his *Gladiator II* press tour wardrobe. Designer pieces, including a red AV Vattev lace-up cardigan and Jimmy Choo leather boots, were sold to raise funds for Pieta's life-saving services.

Through these initiatives, Paul helped to raise both crucial funds and global awareness for suicide prevention in Ireland and beyond.

**"We are deeply grateful to Paul for his ongoing support to Pieta and for helping to shine a light on the importance of suicide prevention services."**

Stephanie Manahan, CEO of Pieta

Thanks to champions like Paul, Pieta can continue to ensure that no one has to face their darkest moments alone.



# HOW WE WORK





# Our people and our culture

## Celebrating the heart of Pieta: our volunteers

Pieta's volunteers are the lifeblood of our organisation. Without them, we could not do what we do.

Across Ireland and around the world, thousands of incredible individuals give their time, energy, compassion and experience to support Pieta. From organising community fundraisers and **Darkness Into Light** walks, to serving on committees and raising awareness of Pieta in the media, our volunteers are central to everything we do.

On International Volunteer Day, December 5, 2024, we proudly celebrated the extraordinary impact of our volunteer community. Through a special message, shared on our social media channels, we thanked every individual whose dedication brings hope, connection and strength to communities everywhere.

"Today, on International Volunteer Day, we want to recognise the incredible work of our volunteers and committee members. From organising **Darkness Into Light** walks to supporting fundraising initiatives, you are the heart of Pieta. Your commitment and compassion impact lives every day. Thank you for making a difference." Stephanie Manahan, CEO of Pieta

To every volunteer: thank you. Your passion and commitment are what make Pieta's work possible.

**Darkness Into Light volunteers**  
**Darkness Into Light** is powered by an incredible network of volunteers, who work year-round to organise events in communities across Ireland and around the world.

In 2024, we proudly celebrated milestone anniversaries for many committees whose enduring commitment has helped **Darkness Into Light** grow into a global movement of hope and solidarity.

The following committees were celebrated for reaching 10 years of dedication in 2024:

- Ballinasloe
- Banagher
- Brisbane
- Caherdaniel
- Calgary
- Castletownbere
- Clifden
- Dingle
- Donegal Town
- Inis Meáin
- Inis Mór
- Inis Oírr
- Killaloe/Ballina
- Kilmallock
- Kilarney
- Marlay Park
- Melbourne
- Perth
- Shannon
- Vancouver.

**Limerick Committee:** Celebrated fifteen years of dedication in 2024. This committee played a pivotal role in expanding the reach and impact of **Darkness Into Light**.

**Killarney:** We recognise Marie O'Carroll for her leadership in establishing Nathan's Walk, Killarney's annual **Darkness Into Light** event. Since 2011, her efforts have helped raise over €700,000 for Pieta's suicide prevention services. Through her work, she has made a significant contribution to mental health awareness in the Killarney community.

We extend our heartfelt thanks to every committee member and volunteer, who has made a lasting impact on their communities through **Darkness Into Light**.

Your commitment ensures that, no matter where someone walks, they walk with hope.



**Our people**  
Against the backdrop of significant economic challenges, we remain focused on delivering the best for Pieta, while remaining true to our strategic commitments. We continue to develop and empower our managers to lead with purpose and cultivate a culture of respect, compassion, collaboration and transparency. We remain committed to equipping our people with the skills they require to manage our teams and services, and we continue to engage and consult with our staff about how we are doing and where improvements can be made. Our headcount as of 31 December, 2024, stood at approximately 270, demonstrating a 10% reduction year on year. The clinical team remains the largest cohort of our staff base, thus affording us the ability to address increasing demand for the service while also addressing our sustainability requirements and responsibilities.

**Our commitment**  
While cognisant of our budget challenges and our fiduciary responsibilities, we prioritise creative ways of learning and promote engagement in the continuous professional development (CPD) of our teams. This investment in their growth not only enhances skills, but also opens up meaningful career opportunities, helping our employees to advance and succeed.

The demand for child and adolescent therapeutic services remains strong, with children as young as seven years old presenting in our service requiring specialised support. To this end, where possible, we supported our therapists in pursuing further post-graduate qualifications in this area of psychotherapy.

In addition, our internal management training covered a broad range of topics in 2024 and provided our managers with the opportunity to gain insights into and an understanding of the practical application of policies and legislative updates.

We were pleased to enhance our Employee Assistance Programme, to include a wide range of supports, including psychotherapeutic services for our employees and their immediate family members. We took the opportunity to proactively address upcoming changes to statutory sick leave entitlements, by increasing our current sick leave entitlement, in a measured way, to ensure our teams are supported when they need it. As pension auto-enrolment is due to be implemented in 2026, we facilitated information sessions on the subject of pensions and assisted our team with pre-retirement courses and supports.





#### Championing diversity and equity

Pieta's commitment to diversity, equity and inclusion (DEI) reflects our belief that every individual, regardless of background, deserves equal access to the support and care they need. Grounded in our values, we continue to review our services and internal processes through this lens, and we aim to create an environment where everyone feels heard, respected, valued and empowered.

Our ongoing project, which commenced in 2024, involves not only reassessing policies but also looking for areas where we can improve how we serve all communities, ensuring our practices are inclusive and sensitive to the diverse needs of the people we support. This process includes training for staff, community feedback and collaboration with experts in DEI and the Traveller community, to enhance our services and workplace culture.



#### Spotlight story

## The Castle-to-Castle Swim

**The Jim O'Connor Memorial Castle-to-Castle Swim has become one of Pieta's most ambitious and successful community-led fundraisers. Organised by Joanne O'Connor, Athlone Regional Sports Centre (RSC) and a dedicated volunteer committee, the 13.5 km open-water swim from Rindoon Castle in Roscommon to Athlone Castle in Westmeath brings together swimmers, volunteers and supporters from across the country.**

The event celebrates open-water swimming and community connection and was inspired by a 34 km swim, completed by Jim O'Connor across Lough Ree in 2012. Under Joanne's leadership and thanks to the commitment of the organising committee, the swim has become a powerful expression of local action for national impact.

Over 2023 and 2024, the event raised more than €117,000 for Pieta, helping to ensure our services remain free and accessible for those impacted by suicide and self-harm. To date, the swim has welcomed 35 solo swimmers and 40 relay teams, each showing determination and solidarity in the water.

We extend our deepest thanks to Joanne, Athlone RSC, the committee, the volunteers, and the incredible swimmers who continue to drive this event forward, building awareness, raising vital funds and helping to foster hope in communities across Ireland.



# Our social and environmental responsibility

**At Pieta, our mission extends beyond providing support and education to those impacted by suicide and self-harm. We are also deeply committed to protecting our environment, promoting sustainability and practising social responsibility. We endeavour to integrate environmental, social and governance (ESG) considerations into our operations, wherever possible.**

We remain dedicated to reducing our environmental footprint and we have introduced several initiatives, designed to incorporate sustainability into our daily operations:

- We continue to prioritise digital communication and document sharing, to minimise paper use, using platforms such as SharePoint, OneDrive, Teams and Zoom for virtual meetings and collaboration
- The co-location of new services with existing partners continues to minimise environmental impact and enhance accessibility for all communities. This is an area we wish to further develop
- The amalgamation of existing services, centralised in one location reduces our draw on resources and our energy footprint
- We use energy efficient lighting and equipment, where possible, across our facilities
- We offer incentives such as a bike-to-work programme, car-pooling and public transit passes, to reduce carbon emissions and encourage greener commuting options
- We offer hybrid and remote working arrangements for staff
- We offer virtual support to clients. This increases accessibility to our services and reduces the burden of travel for the clients and the environment
- We re-use signage and posters for events, to minimise waste and promote sustainability.

We are held to the highest standards of governance and ethical practices, emphasising transparency, accountability and integrity in all our operations. To demonstrate this commitment, we:

- Adhere to the Charities Institute Ireland Triple Lock Standard
- Follow the Charities Governance Code, established by the Charities Regulator
- Publish annual financial accounts, prepared in accordance with the UK best practice 'Charities Statement of Reporting Practice (FRS102)'
- Maintain accounting records at our national office and lodge reports with both the Companies Registration Office (CRO) and the Charities Regulator
- Ensure past reports are readily accessible on our website for transparency and accessibility
- Engage an independent auditor, Forvis Mazars, Chartered Accountants and Statutory Audit Firm, to ensure financial process integrity
- Engage independent internal auditor, Crowe, to carry out several audits every year
- Comply with the Regulation of Lobbying Act 2015, by recording all lobbying activities and communications with Designated Public Officials (DPOs).

As we continue to enhance our commitment to sustainability, we strive to align our values of respect, compassion, collaboration and transparency to the improvement of our ESG initiatives. We understand that in an evolving world we must adapt and remain agile, so that we can continue to make a positive impact for our communities and our planet.



“

**This is such an important and vital service that Pieta House offers. The help offered impacts not only the individual but families, workplaces and communities. I found the service life saving."**

(Pieta client)



# Governance, structure and management

**Our board of trustees ensures that the vision, mission and values of Pieta are upheld and realised in practice. The primary purpose of our board is to ensure the long-term success of the organisation.**

## The organisation

Pieta is a charity which provides professional counselling, support and education to those experiencing suicidal thoughts, self-harming behaviour and to those impacted by suicide and self-harm.

## The board

The board takes on the ultimate legal and financial responsibility for all the activities of the organisation and maintains an overview of policy and strategic direction (rather than being involved in the day-to-day operations).

It has three primary functions: strategy, control, and service.

## Functions of the board

To properly execute these functions, the board:

- Establishes Pieta's mission, vision, and values and ensures that organisational activity supports its ethos and purpose
- Sets the strategic objectives for Pieta and, working with the Chief Executive Officer, oversees the development of supporting financial and operating plans, ensuring that the necessary financial and human resources are in place to meet our overall objectives
- Oversees the development of a robust framework to identify, manage and monitor our principal risks
- Requires management to put in place a prudent and effective system of internal controls, which is subject to regular review

- Appoints the Chief Executive Officer, oversees their performance and that of the senior management team and oversees succession planning
- Defines management's duties and limits of authority, and maintains a list of those decisions which require board approval
- Ensures that formal policies are in place to help safeguard the wellbeing of employees and the people we support
- Ensures that an active stakeholder engagement programme is in place to facilitate an understanding of the needs of the people we support, when planning services and activities
- Ensures that all money, property, investments, and resources are properly managed, safeguarded and accounted for and that we are accountable to all our stakeholders
- Monitors the reporting of our financial position, and ensures that annual accounts are prepared, audited, approved and filed, in accordance with the requirements of all regulatory bodies and include the required statements of compliance
- Ensures that Pieta complies with the provisions of Section 39 of the Health Services Executive (HSE) Service Arrangement
- Ensures that Pieta complies with all relevant legislation and other regulatory and governance requirements, including the constitution of Pieta
- Acts in the interests of the organisation and as advocates and champions of Pieta's vision and mission to the outside world

## Membership of the board

The directors of the company are also Pieta's trustees. The constitution provides for a minimum of three trustees and a maximum of twenty-five.

All board and committee members are volunteers. They have a fixed membership term of four years, renewable once. The decision on renewing the term of a board member is taken by the nominations committee. Renewal of the board and its committees should be on a staggered basis, to ensure continuity.

No board or committee member receives a fee.

## Board training and learning

Board members participate in formal and informal training throughout the year, to aid their ongoing development.

At each meeting, the board holds a spotlight session, focusing on a specific area relevant to Pieta's services or governance improvement. Further training needs, for either the whole board or individual members, may be identified through the annual board and committee evaluation process. New board members receive induction training as soon as possible after their appointment.

We retain memberships with various bodies who provide training events and opportunities for the board throughout the year.

## Recruitment of new members

Each year, and whenever someone resigns or comes to the end of their membership term, the nominations committee reviews the board and its sub-committees, to make sure their structure and make up are still suitable and to identify any skill gaps.

The results of this assessment are shared with the board, and a shortlist of skills for recruitment is agreed. The steps thereafter include:

- **Sourcing**  
The vacancy is communicated through appropriate channels, including contacts of existing board members and/or external director recruitment agencies
- **Selection**  
The nominations committee leads the interview process and proposes a final shortlist of candidates to the board, who approve the final appointment
- **Appointment**  
The director/sub-committee member is appointed by formal letter, setting out his/her duties and obligations

The principles of diversity and equality are fully upheld throughout this process.

Induction to the board and/or sub-committee is the responsibility of the board or committee chair and involves:

- A meeting with the chair or committee chair covering the following: the role and aims of the organisation and its core activities, history, and successes; how the board and its committees operate; the expectations of the new member and the estimated time commitment
- Meetings with other board and/or committee members and members of management
- An opportunity to visit the charity's offices and clinics and to meet staff
- A full overview of the role and responsibilities of becoming a board/committee member of Pieta

The new member receives a copy of the Governance Manual and minutes of the previous six board meetings. All trustees are required to sign the Code of Conduct for Board and Committee Members and to disclose any existing or potential conflicts of interest to the secretary, to be recorded in the Register of Interests.

## Board diversity and inclusion

At Pieta, we value inclusion and equality. We believe that a diverse board improves our performance. To increase diversity, we have added external, independent members to our board committees. This approach has been very successful. We are committed to maintaining a diverse and well-balanced board of directors.

## Sub-committees

The trustees have established a number of sub-committees, to assist the board in effectively discharging its duties, recognising that some elements of the board's work can be delegated for more in-depth review to specialists.

The sub-committees are as follows:

- Clinical advisory and advocacy
- Risk, audit and finance
- Fundraising and engagement
- People and culture.

New ad hoc committees may be established by the chair, if necessary, to support the objectives of the organisation.

Each committee is chaired by a board member and membership consists of a mix of board members and non-board members (external members). The board appoints people with the relevant expertise or an interest in the area in question and entrusts them with ensuring that the aims of each committee are met.





Outside members should be experienced in the area of interest of the committee, have a sufficient degree of knowledge of the organisation and be willing to devote the necessary time to participating in the work of the committee.

Membership of a committee is determined by the board, but each committee has the right to co-opt additional members, subject to the consent of the chair. As the purpose of a board committee is to assist the board with its duties, it does not have decision-making powers. The board discusses committee recommendations and then decides if they should be adopted or not.

The terms of reference of the board sub-committees are set out in the governance manual. Each committee adopted a schedule of meetings and work plan for 2024 and made regular reports to the board on their work. The committees kept their terms of reference under review.

#### Risk, audit and finance sub-committee

This sub-committee assists the board with the following important functions:

- Ensuring a strong culture of compliance with laws, regulations and recognised best practice, underpinned by strong internal and external audit functions throughout the organisation
- Ensuring that formal processes are in place to identify and deal with risks to which the organisation, its staff and those we support are exposed, and monitoring and reviewing all aspects of the financial performance of Pieta
- Keeping under review the scope and effectiveness of the charity's internal financial controls and risk management systems and the process for monitoring compliance with legislation and regulations associated with financial reporting
- Considering and recommending the appointment, reappointment, and removal of the external and internal auditors

#### Clinical advisory and advocacy sub-committee

The clinical advisory and advocacy sub-committee assists the board with the following functions:

- Monitoring access to services
- Monitoring and evaluating the clinical effectiveness of our services
- Overseeing the efficiency of our services
- Ensuring that our management focuses on efficiency and productivity
- Increasing the use of technology to gather and use data in relation to wait times and treatment pathways
- Overseeing Pieta's research and communications functions
- Increasing awareness and understanding of issues relating to suicide and self-harm among policymakers and the general public

#### Funding and engagement sub-committee

The funding and engagement sub-committee assists the board with the following functions:

- Reviewing annual fundraising plans
- Ensuring that any potential shortfalls in fundraising income are flagged to the board, so that any operational or cost implications are addressed in a timely manner
- Providing challenge, oversight and support and ensuring that donor intent is always respected and that all relevant laws, regulations and recognised best practices in respect of its fundraising activities are adhered to
- Reviewing the development of strategic relationships with relevant state agencies
- Advancing the strategic objective of materially increasing the percentage of Pieta's total revenue that comes from the state, to mitigate the risks associated with an over-reliance on public fundraising
- Overseeing and supporting strategic communications and marketing activities
- Ensuring that all marketing and fundraising activities are consistent with Pieta's values and are aligned with the organisation's strategic objectives

#### People and culture sub-committee

The people and culture sub-committee assists the board with the following functions:

- Oversight and monitoring to ensure the people and culture subcommittee agenda is aligned with the strategic plan and that progress against the objectives is monitored and tracked by the committee
- Support management to focus on staff engagement and creating a positive culture aligned to Pieta's purpose, mission and values
- Oversight and assurance of compliance with all applicable employment law and regulations
- Oversight of any relevant employee relationships issue
- Discussing, agreeing and recommending to the board the policy for the recruitment, remuneration, employment terms and role objectives of the Chief Executive Officer and the senior management team
- Support the succession planning for the Chief Executive Officer and the senior management team
- Assessing the annual staff budget including approved pay rates and headcount, and sharing insights and recommendations with the board and other board committees as appropriate
- Assessing pay and other employment benefits and to make recommendations to the board on these matters
- Assisting with the appointment and administration process for new board and committee members.

#### Nominations sub-committee

A nominations committee, made up of four members of the board including the Chairperson, oversee the review of board member terms including the appointment of new members to the board and on subcommittees.



## Trustees

The following people are the trustees of Pieta, who served during the financial year and up to the date of approval of the financial statements:



### Lillian McGovern (A Tribute)

**(Trustee and chair of funding and engagement sub-committee)**

Lillian McGovern joined the Pieta Board on 1 September 2024, taking on the additional role of Chair of the Fundraising and Engagement Sub-Committee. She brought with her more than 25 years of senior leadership experience in the voluntary sector, along with a lifelong dedication to supporting the most marginalised and vulnerable members of our communities.

Lillian first became involved with Pieta while she was Chief Executive Officer with the Irish Motor Neurone Disease Association (IMNDA) and worked closely with the Pieta team and Charlie Bird on the incredible 'Climb with Charlie' which raised over €3 million for the two charities.

Lillian was also on the board of Tallaght University Hospital Foundation, supporting the work of the hospital through philanthropy and fundraising. Sadly, Lillian passed away in December. Her loss was deeply felt by all of us at Pieta. We are profoundly grateful for the time we had with Lillian – for her wisdom, her warmth, and her unwavering commitment to our cause.

We extend our deepest condolences to Lillian's family, friends, and all who had the privilege of knowing her.

May she rest in peace.

### Celine Fitzgerald

**(Trustee and chair of the board, and acting chair of funding and engagement sub-committee, resigned 27 January 2025)**

Celine serves on a number of boards, including VHI Health and Wellbeing DAC and PTSB. Prior to transitioning to a non-executive career, Celine spent over 20 years as a senior executive in the telecommunications sector (Eircom and Vodafone) and was Chief Executive Officer of managed service provider, Rigney Dolphin for five years. More recently, Celine worked with overseas development organisation, Goal Global, as Chief Executive Officer. Celine is a chartered director and has extensive experience of leading organisations through periods of transformation, both as an executive and a non-executive.

### Dr. Terry McWade CDir

**(Designated trustee and chair of the board, appointed 27 January 2025)**

Dr. Terry McWade CDir is a distinguished chartered director, with a career spanning senior leadership roles in the healthcare, business, and education sectors. Terry has held key positions, including Chief Executive Officer of the Royal College of Physicians of Ireland and Deputy Chief Executive Officer of the Royal College of Surgeons in Ireland, and was the co-founder, Chief Executive Officer and Chairman of the biotechnology company, ValitaCell. In his earlier career, he worked with the Boston Consulting Group. He is currently a member of the Institute of Directors (IoD) Ireland Council and on the board of the Health Research Board. He is a member of the Judicial Appointments Commission.

### Anne Bradley

**(Trustee and chair of risk, audit and finance sub-committee and member of clinical advisory and advocacy sub-committee)**

Anne has held senior leadership positions in technology, business transformation and aviation. She is a strong believer in inclusiveness. She knows that it is the diverse experience and ideas of people that inspire and lead an organisation to deliver for its clients. As the Head of Group IT Digital & Delivery for International Airlines Group, Anne was responsible for a dynamic and innovative workforce in a highly competitive and technologically evolving industry. With over 30 years of experience in industry, she led some of the most complex implementations in multi-million-pound organisational transformation programmes and new business models.

### John Casey

**(Trustee and member of risk, audit and finance sub-committee)**

John is a partner in PwC, working in the firm's Advisory practice where he specialises in mergers and acquisition and related due diligence. He has a broad sectoral experience, including healthcare, technology, pharma and life sciences, insurance and financial services, for both corporate and private equity clients. This involves advising clients on the financial and strategic implications of business decisions, through the various stages of the life cycles of those businesses. John also leads PwC Ireland's Capital Markets practice, supporting clients on IPOs, equity fundraising, debt issues and cross-border mergers.

### Regina Doherty

**(Trustee and member of funding and engagement sub-committee, resigned 1 September 2024)**

Regina served as Deputy leader of Seanad Éireann. She was Leader of the Seanad from 2020 to 2022 and has been a Senator since June 2020. Regina has served as Minister for Employment Affairs and Social Protection from June 2017 to June 2020, having previously served as Government Chief Whip from 2016 to 2017. She was a TD from 2011 to 2020. Regina has also been a member of the Joint Oireachtas Committee on Health and Children and a member of the Joint Committee on Finance, Public Expenditure and Reform.

### Paul Flynn

**(Trustee and chair of fundraising and engagement sub-committee)**

Paul is Chief Executive Officer of Mobile Medical Diagnostics. He is a former Chief Executive Officer of the Gaelic Players Association. Previously, Paul was commercial director of Lincoln Recruitment, where he led out on a very successful growth strategy in Ireland. A former leading player on the Dublin senior football team, in a career spanning 13 years, he won six All-Irelands and ten Leinster Championships and was awarded four All-Stars in a row. Paul has a degree in science from DCU and an executive diploma in business management from the IMI. He has undertaken executive education at Harvard Law School and INSEAD.

### Eilis Hennessy

**(Trustee and member of clinical and advocacy sub-committee, resigned 1 September 2024)**

Eilis is a Professor of Developmental Psychology in the School of Psychology, University College Dublin and is a co-founder of the School's Youth Mental Health Lab, which promotes research on all aspects of youth mental health. Her research focuses on stigma and help seeking, associated with mental health problems in childhood and adolescence. Eilis is a member of the YOULEAD collaborative programme, which includes academic researchers, clinical researchers, health service providers and other stakeholders, who are working together to deliver a doctoral training programme in youth mental health research.

### Majella Gallagher

**(Trustee and chair of people and culture sub-committee)**

Majella Gallagher is a senior leader and human resources director with 22 years of experience in media and publishing. As an independent consultant, she specialises in human resource and management services, with a focus on strategic planning and organisational change. She provides mediation, facilitation and dispute resolution services and helps organisations navigate complex industrial and employee relations. She is also active as a coach and mentor. In her two decades at The Irish Times Group, Majella held a number of key roles, including that of Group HR Director and Managing Director of the Irish Examiner and The Echo. Majella has a career history of successful leadership, supporting diversity and inclusion, and delivering digital transformation strategy and organisational change in a complex industrial relations environment. Prior to joining the media industry, Majella worked in banking at AIB and in Morgan Stanley and Independent Strategy in London.

### Sharon Morrow

**(Trustee, resigned 23 September 2024)**

Sharon has worked in the healthcare sector for over 25 years. She has worked as the Chief Executive Officer of Laura Lynn, Children's Hospice, the Deputy Chief Executive officer of Tallaght University Hospital, and the HSE National Clinical Care Programme Manager. As a registered general nurse, she completed the BSc (Hons) in nursing. She holds an MBA, an MSc in healthcare ethics and law and a professional diploma in corporate governance. She is a qualified black belt in lean / 6 sigma and a trained instructor in crew resource management.



**Dr. Niki Nearchou**

**(Trustee and member of clinical advisory and advocacy sub-committee appointed 1 September 2024)**

Dr. Niki Nearchou is Associate Professor in Psychology at University College Dublin (UCD) and Research Director on the university's Doctoral Programme in Clinical Psychology. Her work focuses on understanding resilience in relation to young people's mental health, especially around self-harm and suicide. Niki teaches resilience and research methods and has published widely, including research papers, book chapters, and reports. She has shared her work at conferences worldwide. As the head of the UCD Resilience and Health Laboratory, Niki leads a team of researchers working on funded projects. Her research has been supported by organisations such as the Irish Research Council, the European Commission, the Health Research Board, and Saint John of God Research Foundation. She works closely with hospitals and mental health organisations in Ireland, including St. Patrick's Mental Health University Hospital and Saint John of God Hospital, and collaborates with universities in the UK, Spain, Greece, France, and Italy. In 2016, Niki became a Chartered Member of the British Psychological Society, and in 2022, she was recognised as an Associate Fellow for her contributions to psychology. She was awarded UCD's Ad Astra Fellowship in 2019 and has also worked as a research consultant for St. Patrick's Mental Health University Hospital.

**Liam O'Brien**

**(Trustee and member of fundraising and engagement sub-committee)**

Liam O'Brien is an experienced executive, with over three decades of experience in the global telecommunications industry, specialising in strategy, corporate affairs, and external relations and is a key member of Vodafone's executive leadership team. Currently he serves as the Vodafone Group External Affairs Strategy & Programmes Director and External Affairs Leader for EU Markets & Vodafone Investments. Previously, Mr. O'Brien spent six years at Vodafone Ireland as Director of Corporate Affairs and Director of Strategy & Corporate Development, where he led key corporate functions such as Corporate Security, Privacy, Legal Affairs, Public Policy and the Vodafone Foundation. He was also responsible for corporate strategic planning and execution and led on matters related to M&A and wholesale market development. Mr. O'Brien's experience extends beyond executive roles. He serves as a non-executive director at SIRO, a joint venture between ESB and Vodafone, building high-speed fibre broadband across Ireland. Originally qualified

as an electronic engineer, Mr. O'Brien holds an MBA from Smurfit Business School and is IOD-certified Chartered Company Director.

**Colin Potts**

**(Trustee and member of risk, audit and finance sub-committee)**

Colin is the Director of Finance and Operations at The Bar of Ireland, the representative body for the barristers' profession in Ireland. Prior to this, Colin held several senior finance positions in the private sector, including healthcare and construction supply. Colin is a commercially experienced chartered accountant, with over 30 years of experience directing and managing finance functions. Colin is a Fellow of Chartered Accountants Ireland. In 2017, he completed the Diploma in Corporate Governance at UCD Smurfit Graduate Business School. He has been a board member of the Residential Tenancy Board since 2019 and sits on the RTB Audit and Risk Committee and the Information Technology Committee. He has served as a member of the Pieta Risk, Audit and Finance committee since 2018.

**Anne-Marie Taylor**

**(Trustee and chair of fundraising and engagement, appointed 27 January 2025)**

Anne-Marie Taylor is an experienced non-executive director and governance expert, serving on boards such as the University College Dublin Governing Authority, the Irish Hospice Foundation and the Public Appointments Service. Anne-Marie has extensive consulting experience, having previously worked in senior leadership roles in Accenture. She is currently a partner in Board Excellence, where she leads the non-executive director search service.

**Angela Walsh**

**(Trustee, appointed 1 September 2024, and chair of clinical advisory and advocacy sub-committee, commenced as chair 17 September 2024)**

Angela Walsh has worked in mental health services since 1980, qualifying as a Registered Psychiatric Nurse while working at St. Loman's Hospital and leading the opening of the Tallaght Unit. She further qualified as a Registered General Nurse in 1990 and has held senior nursing positions, including Assistant Director of Nursing. Angela transitioned into management roles, serving as Senior Manager in Primary Care (1999), Manager for Older People (2003), and Business Manager, overseeing disabilities, older people, childcare, primary care, and mental health (2007). In 2015, she became General Manager for Midlands Mental Health Services, and in 2016, she was appointed Head of Mental Health in CHO Dublin North City and County, managing services for a population

of 624,000, with a budget of €122 million. Angela has extensive experience managing statutory and voluntary mental health services, with a particular focus on youth mental health. She has chaired multiple groups, including the Drugs and Therapeutics Committee, Research and Ethics, and the Sláintecare Integration Steering Group. She has contributed to national policy initiatives such as Sharing the Vision and served on national HSE groups, including the Covid-19 Nursing Home Expert Panel. Angela holds qualifications in nursing, management, Lean Healthcare, governance, and leadership from institutions including RCSI, IMI, and IPA.

**Mary Walshe**

**(Trustee, chair of clinical advisory and advocacy (resigned as chair 14 May 2024 but continued as member) and member of funding and engagement sub-committees)**

Mary has 36 years' experience working in the health service. She is a registered nurse and midwife and has worked in senior nursing positions as a clinical nurse manager, Assistant Director of Nursing and Director of Nursing, in Beaumont Hospital, Peamount Hospital and Connolly Hospital. She holds a Bachelor of Nursing Studies, a Post-Graduate Diploma in Management, a Post-Graduate Certificate in Neurosciences, a Masters in Quality and Safety in Healthcare, and a Diploma in Coaching for Performance. Mary also worked in acute services as the CEO in Connolly Hospital and in CHO 9, Dublin North City and County in several roles as Area Manager, Head of Social Care and as Chief Officer. In these roles, she was the accountable officer for a significant budget of €720 million and the delivery of health and social care services to a population of 620,000. Within her remit was responsibility for primary care, mental health, and social care services, including disability and older person services. Mary retired from the health service in 2019 and now does healthcare consultancy. She has served as a board member of Grangegorman Development Agency.



In addition to the trustees, the committees of the board generally include external members (co-optees), who bring specific expertise and independent insight to bear on the governance of Pieta, on a voluntary basis. In 2024, these were:

- **Clinical and advisory sub-committee:**
  - Anna Fitzgerald
- **Fundraising and engagement sub-committee:**
  - Viv Maher
  - Denise Fitzgerald
  - Emer Beesley
- **People and culture sub-committee**
  - Moirin Moynihan
  - Gillian Moore

Board attendance

Attendance of trustees at board meetings and sub-committees 2023:

A represents the number of meetings held during the period the trustee was a member of the board/ committee and B represents the number of meetings attended during the period.

Name	Board		Risk, audit and finance		Funding and engagement		People and culture		Clinical and advocacy		Nominations	
	A	B	A	B	A	B	A	B	A	B	A	B
Anne Bradley	6	5	9	8					5	4	4	4
John Casey	6	6	9	9							4	4
Regina Doherty	4	2			3	0						
Celine Fitzgerald (Chairperson)	6	6			3	2					4	4
Paul Flynn	6	6										
Eilis Hennessy	4	3							3	3		
Majella Gallagher	6	5			1	1	5	5			4	4
Lillian McGovern	2	1			2	2						
Sharon Morrow	5	3										
Dr. Niki Nearchou	2	1							1	1		
Liam O'Brien	6	5			5	0						
Colin Potts	6	5	9	9								
Angela Walsh	2	2							5	5		
Mary Walshe	6	6			5	4			5	5		
Committee co-opt												
Emer Beesley					3	2						
Karen Coholan									3	2		
Anna Fitzgerald									1	1		
Denise Fitzgerald					4	4						
Viv Maher					4	3						
Gillian Moore							5	3				
Moirin Moynihan							5	5				



Day-to-day running

The Chief Executive Officer, assisted by an executive team runs Pieta. The Chief Executive Officer delegates authority, within terms of delegation approved by the trustees for operational matters, including finance and employment.

Key management team:

- Chief Executive Officer, Stephanie Manahan
- Chief Financial Officer (Interim), Declan Sheedy
- Director of People and Culture (Interim), Jennifer Murphy
- Director of Services, Emma Dolan
- Director of Fundraising, Nichola Mullen
- Director of Quality, Risk and Safety, Seamus Dillon



# Managing risk

## As trustees, we are committed to ensuring that managing risk is an integral part of the organisation's activities.

In striving to deliver on its strategy, Pieta faces a range of strategic, clinical, operational, financial, legal and regulatory risks, which may prevent it from achieving its objectives and delivering the best possible service. It has, therefore, put a risk management system in place, to identify those risks, evaluate their potential impact, determine the best way to mitigate any potential adverse effects, maximise any opportunities and monitor and report on the overall effectiveness of these procedures.

### Pieta risk management approach

Pieta employs a three lines of defence risk model. The operational management team is supported by specialist risk management and internal audit to identify, manage, and treat the risks it faces. This approach is in line with the ISO 31000 risk framework and employs the following risk management elements.

### Risk management policy

The purpose of the risk management policy is to provide guidance on the management of risk, to support the achievement of objectives, to protect staff and those we support, to protect business assets and to ensure financial sustainability.

The goal of the risk management policy is to describe:

- The roles and responsibilities of Pieta staff, managers, executive directors and the board and its various sub-committees, as they relate to risk management
- The escalation process within Pieta that ensures decisions relating to risk are made at an appropriate level for the risks that are being managed
- The review and reporting schedule for risk within Pieta
- The risk matrix used by Pieta
- The process employed to identify the risk training needs of Pieta

### Risk appetite statement

This is a statement, approved by the board and the executive team, that describes the level of risk within which the executive team can operate. Risks that are deemed outside of appetite should be flagged to the Pieta board, accompanied by a plan to bring them back within appetite.

### Risk register

This is a system to log risks, along with how they are being managed and progressed. The register allows for the management and oversight of risks, with clearly defined risk ownership and a process for escalation in line with policy.

### Principal risks and uncertainties

Risk	Principal risk controls
<b>Financial sustainability</b> – Pieta relies on fundraising to fund the services that it provides. Reliance on this source of income comes with inherent uncertainties and restrictions. Pieta is subject to a competitive fundraising market and that can be impacted by inflation, public sentiment and other socio-economic factors.	<ul style="list-style-type: none"><li>• We have a strong budgeting and forecasting process</li><li>• We are focused on cost management</li><li>• We advocate for enhanced government funding to provide the essential services that Pieta provides</li><li>• We have a developed fundraising strategy</li><li>• We have an experienced and innovative fundraising team</li><li>• Diversifying the sources of our fundraising income is a key Pieta goal</li></ul>
<b>Quality of service</b> – This is a risk that the services that we provide do not meet people's expectations or are not considered best in class, potentially negatively impacting people and impacting on their safety. This incorporates child protection and the safekeeping of vulnerable adults.	<ul style="list-style-type: none"><li>• Feedback is key to how Pieta tailors its services to meet people's needs. When we receive feedback we act on it through various channels such as:<ul style="list-style-type: none"><li>◦ An ongoing satisfaction survey</li><li>◦ A complaints and compliments process</li></ul></li><li>• Pieta also measures the quality of its services against National Office for Suicide Prevention (NOSP) standards, using external objective subject matter expertise</li><li>• We have a comprehensive safeguarding framework in place</li></ul>
<b>Cyber security information governance</b> – Pieta has a regulatory and moral responsibility for the data safety of our staff, the people we support and our volunteers and donors. This responsibility is maintained in the context of an ever-increasing risk environment, at a time when Pieta is more and more reliant on ICT systems, to provide its IT services.	<ul style="list-style-type: none"><li>• Pieta runs an ongoing cyber security awareness programme for all staff</li><li>• Pieta monitors its cyber risk preparedness with best-in-class tools</li><li>• Internal audit undertakes a periodic review of cyber security</li></ul>
<b>Inability to meet demand</b> – This is a risk that Pieta's ability to provide services is exceeded by the national need for the services that we provide.	<ul style="list-style-type: none"><li>• We constantly monitor and manage our service provision metrics, such as waiting lists</li><li>• We run fundraising campaigns to maintain and enhance our services, on an ongoing basis</li><li>• We hold ongoing recruitment and retention campaigns</li></ul>
<b>Safety of our staff</b> – As an employer, Pieta has a responsibility to keep our staff safe and to support their wellbeing.	<ul style="list-style-type: none"><li>• We operate a health and safety management system, guided by the Pieta Safety Statement</li><li>• Pieta operates various health and wellbeing initiatives, such as the Employee Assistance Programme (EAP)</li></ul>
<b>Financial stewardship</b> – Pieta receives most of its funding through the generosity of donations from the public. As with all charitable organisations, Pieta has a duty to maximise the impact of this funding through service provision. Pieta also has a duty to prevent fraud.	<ul style="list-style-type: none"><li>• Our internal auditors operate a risk-based audit programme, overseen by Pieta's board</li><li>• We employ international, reputable external auditors</li><li>• Our risk, audit and finance board sub-committee oversees the risk of fraud</li><li>• Pieta operates various systems to identify and prevent fraud. These include financial reconciliation, a protected disclosure policy and fundraising checks and balances</li></ul>



# Financial review

## The financial results for the year ended 31 December, 2024, are detailed in the Statement of Financial Activities on page 80.

Pieta's financial performance during 2024 faced continued pressure from a challenging fundraising environment. Despite these challenges, the level of generosity and support from the public and the corporate sector remained notable throughout 2024 and, along with government funding, resulted in total income of €13.7 million (2023: €14.3 million). In terms of our expenditures, total expenditure decreased by 1% to €17.3 million (2023: €17.5 million). This resulted in a deficit of funds for the year of €3.6 million (2023: deficit €3.2 million).

Assets and liabilities at the reporting date were €11.7 million (2023: €15.6 million) and €1.0 million (2023: €1.3 million), respectively. Net assets held at the reporting date were €10.7 million (2023: €14.3 million).

While sufficient financial reserves exist, trustees acknowledged the persistent challenges to fundraising income, due to inflationary pressures, combined with economic and political uncertainties, both nationally and internationally. As a result, a prudent approach was again adopted for the 2024 budget, focusing on cost management in certain areas across the organisation and the strategic use of reserve funds to supplement income, while seeking to maintain and protect the level of our critical client services.

Key discussions continued throughout 2024 with the HSE on the current level of government funding being provided to Pieta and the significant gap in funding for key services that Pieta provides on their behalf. While 2024 saw an increase in government funding to €2.8 million (2023: €2.3 million), further government support is crucial if we are to maintain some of our services, given our reliance on our own fundraised reserves over the last three years, resulting in financial deficits being incurred.

### Financial reserves

Total reserves at the end of the financial year were €10.7 million, of which €0.5 million were restricted.

Donors, throughout the country, generously supported Pieta and significant funds were raised during 2024, peaking during the Darkness into Light campaign. With state funding at the level of €2.8 million of overall funding, Pieta has been able to provide services, predominantly because of the generosity of its donors. As referenced above, with a growing need for our services, securing higher government financial support is critical to delivering the services needed to meet the continuously high demand.

During the unprecedented pandemic years of 2020 and 2021, the incredible support and generosity of the public resulted in higher income, compared to previous years. In the same way as other charities, we accumulated healthy financial reserves during this time.

The post-pandemic years however, have witnessed high inflation levels, higher interest rates and a cost of living crisis. Coupled with an uncertain economic and political climate, both nationally and internationally, we can expect continued disruption in the coming years. The level of reserves at the end of 2024 allows the board to plan mid-term to achieve financial sustainability, in line with our strategic plan. While Pieta holds strong reserves to combat the economic challenges in the near future, prudent financial management will be required to negotiate the times ahead. We continue to invest in the fundraising team to ensure a diversity of income generation streams, and we are aligning all our key services and operations to our strategic plan, to support a return to break even in the coming years.

As of 31 December 2024, Pieta's reserve policy was to maintain unrestricted financial reserves, so that we could continue to provide clinical services for at least nine months and meet our financial obligations, as they fall due. Pieta was compliant with this policy at the end of 2024.

The current financial reserve aligns with expectations for an organisation where public fundraising is at risk of economic shocks. In 2024, Pieta was compelled to draw on its financial reserves for the third consecutive year, as the cost of meeting the continuous high demand for free counselling and support services continued to exceed the funds generated.

The financial reserve at 31 December 2024 was €8.6 million, providing for 10 months of operations and aligning with the higher end of the reserve policy. The level of cash reserves entering 2025 means the organisation has the capacity to withstand potential income shocks in the coming year, while continuing to provide our critical services. The board and management are focused on continuing to secure additional income for Pieta, and cost management will remain a key area of focus.

Pieta's financial position at the end of 2024 gives the board and management confidence in the continued delivery of clinical services by skilled staff, informed by research and evidence, within a well-governed organisation. The challenge for the next two years will be to reduce the deficit and the current reliance of carried forward reserves and seek a return to a more sustainable budgetary position. This will require a strong focus on increasing income, close management of expenditure and the continued support and generosity of our donors to maintain financial stability.

Following a review in early 2025, the board updated Pieta's designated reserves policy on 19 May 2025 to six months unrestricted financial reserves based on budgeted costs for the following year. This is to ensure that Pieta can continue to provide clinical services and meet financial obligations as they fall due in the event of an unforeseen downturn on the fundraising on which Pieta relies on so heavily.

### Political contributions

There have been no political contributions made in the period.

### Post-balance sheet events

There have been no significant events affecting the company since the period end.

### Auditors

The auditors, Forvis Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to continue in office, in accordance with the provision of Section 383 (2) of the Companies Act 2014.

### 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 employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems.

The accounting records are located at the charity's head office at First Floor, Greenhills Retail Park, Greenhills Road, Tallaght, Dublin 24.

### Disclosure of information to auditors

In the case of each of the persons who are directors at the time this report is approved, in accordance with Section 332 of the Companies Act 2014:

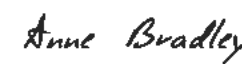
- As far as the director is aware, there is no relevant audit information of which the charity's auditors are unaware
- Each director has taken all steps that ought to have been taken by the director, in order to make himself/herself aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Signed on behalf of the board of trustees



**Terry McWade**

Date: 19 May 2025



**Anne Bradley**

Date: 19 May 2025



# Trustees' responsibility statement

## The trustees are responsible for preparing the annual report and the financial statements in accordance with Irish law and 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.

Under company law, the trustees 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 company as at the financial year end date and of the net income or expenditure of the company for the financial period and otherwise comply with the Companies Act 2014.

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

- select suitable accounting policies and then apply them consistently;
- make judgments 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 company will continue in business.

The trustees are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and net income or expenditure of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees 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.

**Signed on behalf of the board of trustees:**



**Terry McWade**  
Date: 19 May 2025



**Anne Bradley**  
Date: 19 May 2025

## Legal and administrative details

As at 19 May 2025

<b>Trustees</b>	Celine Fitzgerald – Chairperson (resigned 27/01/2025) Dr. Terry McWade – Chairperson (appointed 27/01/2025) Anne Bradley John Casey Regina Doherty (resigned 23/09/2024) Paul Flynn (resigned 25/11/2024) Majella Gallagher Eilis Hennessy (resigned 23/09/2024) Sharon Morrow (resigned 23/09/2024) Liam O'Brien Colin Potts Mary Walshe Angela Walsh (appointed 01/09/2024) Anne-Marie Taylor (appointed 27/01/2025) Niki Nearchou (appointed 01/09/2024) Lillian McGovern (appointed 23/09/2024, RIP December 2024)
<b>Company secretary</b>	Stephanie Manahan (resigned 23/09/2024) Anne Bradley (appointed 23/09/2024, resigned 24/03/2025) Declan Sheedy (appointed 24/03/2025)
<b>Chief executive officer</b>	Stephanie Manahan
<b>Charity number</b>	16913
<b>Charities regulatory authority number</b>	20062026
<b>Company number</b>	405780
<b>Registered office and business address</b>	First Floor Greenhills Retail Park Greenhills Road Tallaght Dublin 24
<b>Auditors</b>	Forvis Mazars Chartered Accountants and Statutory Auditors Block 3, Harcourt Centre Harcourt Road Dublin 2
<b>Bankers</b>	Allied Irish Bank Main Street Lucan Co. Dublin
<b>Solicitors</b>	Mason Hayes & Curran South Bank House Barrow Street Dublin 4





# INDEPENDENT AUDITOR'S REPORT



# Independent auditor's report

to the members of Pieta House

## Report on the audit of the financial statements

### Opinion

We have audited the financial statements of Pieta House ('the Charity') for the year ended 31 December 2024, which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the Charity 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.

In our opinion the accompanying 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 result for the period then ended;
- have been properly prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland; 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 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 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 trustees' 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 trustees with respect to going concern are described in the relevant sections of this report

# Independent auditor's report (continued)

to the members of Pieta House

### Other information

The trustees 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 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

In our opinion, based solely on the work undertaken in the course of the audit, we report that:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements;
- the trustees' report has been prepared in accordance with applicable legal requirements;
- 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 trustees' report.

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of Sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the Company. We have nothing to report in this regard.

### Respective responsibilities Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 22, the trustees are responsible for the preparation of financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as management determines 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 trustees 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 management either intends to liquidate the Charity or to cease operations, or has no realistic alternative but to do so.



# Independent auditor's report (continued)

to the members of Pieta House

## 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.

A further description of our responsibilities for the audit of the financial statements is located on the Irish Auditing and Accounting Supervisory Authority's website at: [http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description\\_of\\_auditors\\_responsibilities\\_for\\_audit.pdf](http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf). This description forms part of our auditor's report.

## 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.

*Aedin Morkan*

**Aedin Morkan**  
**For and on behalf of Forvis Mazars Chartered Accountants and Statutory Audit Firm**  
**Harcourt Centre, Block 3**  
**Harcourt Road**  
**Dublin 2**

Date: 23 May 2025





# Statement of Financial Activities

(Incorporating an Income and Expenditure Account)  
for the year ended 31 December 2024

		Unrestricted Funds 2024 €	Restricted Funds 2024 €	Total 2024 €	Total 2023 €
	Notes				
<b>Income</b>					
Donations & Legacies	6	5,767,803	263,000	6,030,803	7,141,820
Darkness into Light	7	4,520,647	-	4,520,647	4,777,811
Income from Charitable Activities	9	-	2,796,642	2,796,642	2,306,653
<b>Other activities for generating funds</b>					
Trading activities		341	-	341	1,116
Investment income	8	209,702	-	209,702	26,146
Other income		123,324	-	123,324	94,933
<b>Total income</b>		<b>10,621,817</b>	<b>3,059,642</b>	<b>13,681,459</b>	14,348,479
<b>Expenditure on:</b>					
Raising Funds – General	10	2,877,869	-	2,877,869	2,167,552
Raising Funds – Darkness into Light	10	1,809,701	-	1,809,701	1,752,445
		<b>4,687,570</b>	<b>-</b>	<b>4,687,570</b>	3,919,997
<b>Net income available for charitable application</b>					
		<b>5,934,247</b>	<b>3,059,642</b>	<b>8,993,889</b>	10,428,482
<b>Expenditure on charitable activities</b>					
Cost of Operations	10	6,682,122	2,509,192	9,191,314	10,437,201
Bereavement Services, Resilience Academy & Governance costs	10	2,097,439	1,315,116	3,412,555	3,173,629
		<b>8,779,561</b>	<b>3,824,308</b>	<b>12,603,869</b>	13,610,830
<b>Total expenditure</b>	<b>10</b>	<b>13,467,131</b>	<b>3,824,308</b>	<b>17,291,439</b>	17,530,827
<b>Net expenditure</b>					
		<b>(2,845,314)</b>	<b>(764,666)</b>	<b>(3,609,980)</b>	(3,182,348)
<b>Net movement in funds for the year</b>					
	<b>19</b>	<b>(2,845,314)</b>	<b>(764,666)</b>	<b>(3,609,980)</b>	(3,182,348)
<b>Reconciliation of funds</b>					
Total funds brought forward		13,000,816	1,286,823	14,287,639	17,469,987
<b>Total funds carried forward</b>	<b>19</b>	<b>10,155,502</b>	<b>522,157</b>	<b>10,677,659</b>	14,287,639

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure relate to continuing activities.

# Balance Sheet

for the year ended 31 December 2024

	Notes	2024 €	2023 €
<b>Fixed assets</b>			
Tangible assets	12	692,954	868,231
<b>Current assets</b>			
Debtors	13	1,070,701	1,061,425
Cash and cash equivalents		9,958,042	13,676,318
		<b>11,028,743</b>	14,737,743
<b>Creditors: Amounts falling due within one year</b>			
	14	(1,044,038)	(1,318,335)
<b>Net Current Assets</b>			
		<b>9,984,705</b>	13,419,408
<b>Total assets less current liabilities</b>			
		<b>10,677,659</b>	14,287,639
<b>Funds of the charity</b>			
Unrestricted – general		1,517,502	3,013,816
Unrestricted – designated		8,638,000	9,987,000
Restricted		522,157	1,286,823
<b>Total funds</b>			
	<b>19</b>	<b>10,677,659</b>	14,287,639

Approved by the Board of Trustees on 19 May 2025 and signed on its behalf by:

Terry McWade  
Date: 19 May 2025

Anne Bradley  
Date: 19 May 2025



# Statement of Cashflows

for the year ended 31 December 2024

	Notes	2024 €	2023 €
<b>Cash flows from operating activities</b>			
Net expenditure		(3,609,980)	(3,182,348)
<b>Adjustments for:</b>			
Depreciation	12	186,368	176,961
Interest receivable		(209,702)	(26,146)
		(3,633,314)	(3,031,533)
Movements in working capital:			
Debtors		(9,276)	(186,176)
Creditors		(274,297)	345,222
Net cash used in operating activities		(3,916,887)	(2,872,487)
<b>Cash flows from investing activities</b>			
Interest received		209,702	26,146
Payments to acquire tangible fixed assets	12	(11,091)	(281,412)
Net cash provided by / (used in) investing activities		198,611	(255,266)
<b>Net decrease in cash and cash equivalents</b>		<b>(3,718,276)</b>	(3,127,753)
<b>Cash and cash equivalents at 1 January</b>		<b>13,676,318</b>	16,804,071
<b>Cash and cash equivalents at 31 December</b>		<b>9,958,042</b>	13,676,318

# Notes to the Financial Statements

for the year ended 31 December 2024

## 1. General Information

Pieta House (the "charity") is a company limited by guarantee incorporated in the Republic of Ireland and is a public benefit entity. First Floor, Greenhills Retail Park, Greenhills Road, Tallaght, Dublin 24, is the registered office, which is also the principal place of business of the charity. The nature of the charity's operations and its principal activities are set out in the Trustees' Report.

### Statement of compliance

The financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102).

## 2. Accounting Policies

### Basis of preparation

The financial statements have been prepared on the going concern basis and in accordance with the historical cost convention modified to include certain items at fair value. The financial reporting framework that has been applied in their preparation is the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council and the Statement of Recommended Practice (Charities SORP (FRS102)) as published by the Charity Commission for England and Wales, the Charity Commission for Northern Ireland and the Office of the Scottish Charity Regulator which are recognised by the UK Financial Reporting Council (FRC) as the appropriate bodies to issue SORPs for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. The Trustees consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation.

The financial statements have been presented in euro (€) which is also the functional currency of the charity.

### Restricted funds

Restricted funds represent income which has been recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Donations or grants may become repayable in the event that the conditions of the related agreements are not adhered to. These funds are not available for the general purpose of Pieta House.

Expenditure which meets these conditions is shown as charged to the fund.

### General unrestricted funds

Unrestricted funds are those which are expendable at the discretion of the charity in furtherance of any of the objects of the charity. If part of an unrestricted fund is earmarked for a particular project, it may be designated as a separate fund, but the designation has an administrative purpose only, and does not legally restrict the charity's discretion to apply the fund.

### Designated funds

Designated funds are unrestricted funds that have been earmarked for a particular purpose by the trustees.



Notes to the Financial Statements (continued)  
for the year ended 31 December 2024

2. Accounting Policies (continued)  
Income

All income is included in the statement of financial activities when the charity is entitled to the income, receipt is probable, and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Donations and legacies

Income is included in the statement of financial activities only when realised in the form of cash or other assets, the ultimate realisation of which can be assessed as probable. The charity, in common with many similar charitable organisations, derives a proportion of its income from voluntary donations and fundraising activities held by individuals/parties outside the control of the charity. Income from fundraising, voluntary subscriptions and donations is necessarily recognised with effect from the time it is received into the charity's bank accounts or entered into the charity's accounting records.

Donations received from individuals and companies using online fundraising platforms to raise funds are recognised when the charity already has an entitlement, it is probable that the donations will be received and it can be measured reliably. Donations comprise gifts that will not provide any economic return to the donor other than the knowledge that someone will benefit from the donation.

Legacy income is recognised in the accounting period in which it is received or when it is probable that the legacy will be received and the value of the legacy can be measured reliably. In these circumstances, if the legacy income has been received post year end, and the personal representatives have agreed to the amount thereof prior to the year end, the income can be recognised.

Assets donated under bequests, or otherwise, are included in the statement of financial activities at their value to the charity on the date of receipt.

Donated services and facilities are included at the value to the charity, where this can be quantified. The value of services provided by volunteers has not been included in these accounts. The donated services and facilities are presented as income and expenditure in the SOFA.

Darkness into Light

Income from **Darkness into Light** is accounted for when earned. It is collected through registrations to the **Darkness into Light** website and is recognised when there is evidence of entitlement, receipt is probable and the amount can be measured reliably.

Income from charitable activities

Income from charitable activities is accounted for when earned. 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. Income from grants, where related to performance and specific deliverables, is accounted for as the charity earns the right to consideration by its performance.

Income from trading activities

Income from trading activities is accounted for when received. It is collected through the sale of Pieta branded merchandise and is recognised only when realised in the form of cash.

Investment income

Investment income is included when receivable.

Expenditure

Expenditure is recognised on an accruals basis as liabilities are incurred. Expenditure includes VAT, where applicable, which cannot be recovered, and is reported as part of the expenditure to which it relates.

Expenditure on raising funds comprises the costs associated with attracting voluntary income and the costs associated with fundraising events.

Notes to the Financial Statements (continued)  
for the year ended 31 December 2024

2. Accounting Policies (continued)  
Expenditure (continued)

Costs of operations include costs associated with meeting operational and day-to-day needs of the charity.

All costs are allocated between expenditure categories on a basis designed to reflect the use of the resource.

Support costs

Support costs are costs incurred to facilitate a charitable activity. Support costs do not change directly as a result of the activity undertaken. Support costs include the central office functions, such as governance, finance, IT and HR.

Governance costs

Governance costs are the costs associated with the stewardship arrangements of the charity. They comprise costs arising from the constitutional and obligatory arrangements, as well as the costs associated with the strategic management of the charity's activities. Typical costs would be audit and legal fees, direct salary, and overhead costs incurred in the strategic as opposed to the day-to-day management of the organisation.

Research

Research expenditure is recognised in the statement of financial activities in the year in which it is incurred.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost, less accumulated depreciation. The charge to depreciation is calculated to write off the original cost or valuation of tangible fixed assets, less their estimated residual value, over their expected useful lives as follows:

Buildings freehold	- 2% Straight line
Buildings leasehold	- 25% Straight line
Furniture, fixtures & equipment	- 20% / 33% Straight line

The carrying values of tangible fixed assets are reviewed annually for impairment, if events or changes in circumstances indicate the carrying value may not be recoverable.

Leasing

Rentals payable under operating leases are recognised in the statement of financial activities, as incurred over the period of the rental agreement.

Taxation

Pieta House is a registered charity and, as such, is exempt from corporation tax under Section 208 of the Taxes Consolidation Act 1997 (Revenue Commissioners' registration number CHY16913).

VAT recovered under the VAT Compensation Scheme is recognised as income in the statement of financial activities upon receipt.

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. The exchange differences are dealt with in the statement of financial activities.

Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

Pensions

The charity operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the charity. Annual contributions payable to the charity's pension scheme are charged to the statement of financial activities in the period to which they relate.



Notes to the Financial Statements (continued)  
for the year ended 31 December 2024

2. Accounting Policies (continued)

Cash and cash equivalents

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less.

Financial instruments

Financial assets

Basic financial assets, including other debtors, accrued income and cash and cash equivalents are initially measured at cost, which is normally the transaction price, and are subsequently measured at amortised cost less impairment, where there is objective evidence of impairment.

Financial liabilities

Basic financial liabilities, including accruals, trade and other creditors are measured at transaction price, unless payment is deferred beyond normal business terms or is financed at a rate of interest that is not a market rate. In this case the arrangement constitutes a financing transaction, and the financial liability is measured at the present value of the future payments, discounted at a market rate of interest for a similar debt instrument.

3. Significant Accounting Judgements and Key Sources of Estimation Uncertainty

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The resulting accounting estimates will, by definition, seldom equal the related actual results. Judgments and estimates are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical judgements made in applying the charity's accounting policies

Key sources of estimation uncertainty

Estimating useful lives of tangible fixed assets:

Tangible fixed assets consist primarily of land and buildings. The annual depreciation charge depends primarily on the estimated useful lives of each type of asset and estimates of residual values. The Trustees regularly review these asset lives and change them as necessary to reflect current thinking on remaining estimated useful lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset lives can have a significant impact on depreciation charges for the period. Detail of the estimated useful lives is included in the accounting policies. There are no changes in the estimated useful lives of the tangible fixed assets. The carrying amount of the tangible fixed assets amounted to €692,954 as at 31 December 2024 (2023: €868,231).

Going concern

The Trustees have considered the budgets and cash flows, which are prepared for a period of at least twelve months from the date of approval of the financial statements, which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. The key judgements and significant assumptions underpinning the continuance of Pieta as a going concern are based on the expected level of income and the cost of clinical services. The Trustees are confident that Pieta can continue to provide its services into 2025 and beyond with the size of the financial reserves on hand and the strength of the fundraising team to raise the necessary income. On this basis the Trustees consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

Notes to the Financial Statements (continued)  
for the year ended 31 December 2024

4. Net Expenditure

Net expenditure for the financial year is stated after charging:

	2024 €	2023 €
Lease expense	342,416	337,023
Depreciation of tangible assets	186,368	176,961
Auditors' remuneration		
for statutory audit services	25,215	23,893
for other non-audit services	8,592	1,748

5. Income

Income was derived from:

	2024 €	2023 €
Republic of Ireland	12,849,591	12,663,808
Outside the Republic of Ireland	831,868	1,684,671
	13,681,459	14,348,479

6. Donations & Legacies

Breakdown of Donations & Legacies is as follows:

	2024 €	2023 €
Donations	3,162,455	4,367,752
Public Fundraisers	2,719,114	2,508,575
Pieta Fundraisers	149,234	265,493
	6,030,803	7,141,820

All income from donations and legacies was unrestricted in both current and prior year.



# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 7. Darkness Into Light Income

	2024 €	2023 €
Donations	2,605,234	2,575,601
Participant fees	1,708,175	1,997,064
Sponsorship	155,250	143,462
Trading activity	51,988	61,684
	4,520,647	4,777,811

All income from **Darkness into Light** was unrestricted in both current and prior year.

## 8. Investment and Other Income

	2024 €	2023 €
Bank interest – all unrestricted	209,702	26,146

## 9. Income From Charitable Activities

Current Year 2024 Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services & NOSP	HSE	Treatment therapists	2,682,460	-	2,682,460
HSE CHO 3	HSE	Treatment therapists	52,073	-	52,073
HSE CHO 7	HSE	Treatment therapists	56,791	-	56,791
Tusla	Tusla	Counselling services	5,318	-	5,318
			2,796,642	-	2,796,642
Prior Year 2023 Grant	Grantor	Restrictions	Restricted €	Unrestricted €	Total €
HSE Mental Health Services & NOSP	HSE	Treatment therapists	2,178,444	-	2,178,444
HSE CHO 3	HSE	Treatment therapists	50,803	-	50,803
HSE CHO 7	HSE	Treatment therapists	51,636	-	51,636
Tusla	Tusla	Counselling services	25,770	-	25,770
			2,306,653	-	2,306,653

The charity is compliant with Circular 44/2006 "Tax Clearance Procedures Grants, Subsidies and Similar Type Payments".

# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 10. Analysis of Expenditure

	Unrestricted Funds 2024 €	Restricted Funds 2024 €	Total 2024 €	Unrestricted Funds 2023 €	Restricted Funds 2023 €	Total 2023 €
<b>Expenditure on:</b>						
Raising Funds – General	2,877,869	-	2,877,869	2,167,552	-	2,167,552
Raising Funds – Darkness into Light	1,809,701	-	1,809,701	1,752,445	-	1,752,445
	4,687,570	-	4,687,570	3,919,997	-	3,919,997

### Expenditure on Charitable Activities

Cost of Operations	6,682,122	2,509,192	9,191,314	8,321,404	2,115,797	10,437,201
Bereavement Services, Resilience Academy & Governance costs	2,097,439	1,315,116	3,412,555	2,232,246	941,383	3,173,629
	8,779,561	3,824,308	12,603,869	10,553,650	3,057,180	13,610,830
<b>Total</b>	<b>13,467,131</b>	<b>3,824,308</b>	<b>17,291,439</b>	<b>14,473,647</b>	<b>3,057,180</b>	<b>17,530,827</b>



# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 10. Analysis of Expenditure (continued)

Current year 2024

	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Operations	Bereavement Services	Resilience Academy	Total 2024
	€	€	€	€	€	€	€
Staff Costs	1,646,506	687,224	2,333,730	6,347,998	2,488,902	291,390	11,462,020
Promotion & Awareness	647,359	295,546	942,905	-	-	354	943,259
Telephone & Computer	564	115,959	116,523	587,718	65,136	-	769,377
Printing & Marketing	238,641	69,946	308,587	399,317	3,076	22,414	733,394
Other Costs	129,682	-	129,682	520,110	68,539	11,570	729,901
Contract Staff Costs	-	-	-	424,795	212,055	92,913	729,763
Rent & Rates	-	-	-	345,735	48,016	-	393,751
DIL charity partners	-	348,656	348,656	-	-	-	348,656
Legal & Professional	53,448	13,334	66,782	266,813	2,352	-	335,947
Other Staff Costs	78,721	27,693	106,414	112,461	102,435	3,403	324,713
Event Costs	66,997	144,092	211,089	-	-	-	211,089
Depreciation	-	-	-	186,367	-	-	186,367
Fulfilment & other courier costs	15,951	107,251	123,202	-	-	-	123,202
<b>Total Expenditure</b>	<b>2,877,869</b>	<b>1,809,701</b>	<b>4,687,570</b>	<b>9,191,314</b>	<b>2,990,511</b>	<b>422,044</b>	<b>17,291,439</b>

# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 10. Analysis of Expenditure (continued)

Prior year 2023

	Expenditure on Raising Funds - General	Expenditure on Raising Funds - DIL	Expenditure on Raising Funds - Total	Cost of Operations	Bereavement Services	Resilience Academy	Total 2023
	€	€	€	€	€	€	€
Staff Costs	892,784	693,792	1,586,576	7,110,615	2,297,107	265,878	11,260,176
Promotion & Awareness	491,545	283,396	774,941	517,698	241	11,647	1,304,527
Telephone & Computer	116,210	42,411	158,621	648,116	45,335	-	852,072
Other Costs	157,723	-	157,723	598,505	78,748	-	834,976
Contract Staff Costs	12,362	-	12,362	426,096	223,285	27,053	688,796
Other Staff Costs	84,554	22,153	106,707	219,102	142,364	8,183	476,356
Rent & Rates	-	-	-	349,866	44,278	98	394,242
Legal & Professional	32,241	9,916	42,157	328,634	6,955	1,620	379,366
Printing & Marketing	241,123	24,658	265,781	61,317	3,336	17,385	347,819
DIL charity partners	-	325,212	325,212	-	-	-	325,212
Event Costs	91,259	229,695	320,954	-	-	-	320,954
Depreciation	-	-	-	176,961	-	-	176,961
Fulfilment & other courier costs	47,751	121,212	168,963	291	61	55	169,370
	2,167,552	1,752,445	3,919,997	10,437,201	2,841,710	331,919	17,530,827



# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 10. Analysis of Expenditure (continued)

Other Costs can be broken down as follows:

	2024 €	2023 €
Cleaning	143,279	207,706
Online Platform Administration Fee	123,766	159,829
Centre Supplies	111,309	93,261
Insurance	107,960	106,669
Light & Heat	106,400	145,317
Security	55,495	54,564
Repairs & Maintenance	53,292	43,408
Subscriptions	10,042	12,468
Bank Charges	6,673	3,645
Storage	5,902	-
General Procurement	4,700	4,810
Waste Charges	4,079	4,706
Board Expenses	1,995	338
Other Staff Cost	-	720
Foreign Exchange Differences	(4,991)	(2,465)
	729,901	834,976

Support Costs can be broken down as follows:

	2024 €	2023 €
IT Costs	525,551	559,547
Finance	443,743	419,047
Governance	253,776	186,483
Human Resources	323,524	283,540
Audit	25,215	23,893
	1,571,809	1,472,510

# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 11. Employees and Remuneration

The average number of persons employed during the year was as follows:

	2024 Number	2023 Number
Clinical Staff	121	123
Clinical Support Staff	88	85
Administration Staff	46	49
Bereavement Staff	36	47
Key Management Personnel	6	7
	297	311

The staff costs comprise:

	2024 €	2023 €
Wages and salaries	9,985,465	9,726,973
Social security costs	1,207,111	1,245,485
Pension costs	220,044	199,819
Other compensation costs	-	87,899
Termination costs	49,400	-
	11,462,020	11,260,176

The total amount of employee benefits received by the charity's key management personnel was €628,768 (2023: €625,622). The total number of employees whose benefits (excluding employer pension contribution and employer PRSI) for the reporting period fell within the bands below were as follows:

	2024 Number of Employees	2023 Number of Employees
€60,000 to €70,000	11	16
€70,000 to €80,000	7	3
€80,001 to €90,000	2	3
€90,001 to €100,000	2	1
€100,001 to €110,000	1	1
€110,001 to €120,000	1	1

The CEO's salary in 2024 was €120,000 (2023: €120,000). A 5% pension contribution is made for the CEO, as for all other members of the Pieta pension scheme. No other benefits or additional remuneration was paid to the CEO during the year 2024.



# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 12. Tangible Fixed Assets

	Land and buildings freehold	Land and buildings leasehold	Computer equipment	Furniture & fixtures	Total
	€	€	€	€	€
<b>Cost</b>					
At 1 January 2024	710,673	1,605,456	126,364	169,763	2,612,256
Reclass Adjustment	(258,110)	258,110	(22,174)	22,174	-
Additions	-	11,091	-	-	11,091
Disposals	-	(297,448)	(5,387)	(33,970)	(336,805)
<b>At 31 December 2024</b>	<b>452,563</b>	<b>1,577,209</b>	<b>98,803</b>	<b>157,967</b>	<b>2,286,542</b>
<b>Depreciation</b>					
At 1 January 2024	404,218	1,076,787	106,037	156,983	1,744,025
Reclass Adjustment	(331,809)	331,809	(1,847)	1,847	-
Disposals	-	(297,448)	(5,387)	(33,970)	(336,805)
Charge for the year	9,051	162,722	-	14,595	186,368
<b>At 31 December 2024</b>	<b>81,460</b>	<b>1,273,870</b>	<b>98,803</b>	<b>139,455</b>	<b>1,593,588</b>
<b>Net book value</b>					
At 31 December 2023	306,455	528,669	20,327	12,780	868,231
At 31 December 2024	<b>371,103</b>	<b>303,339</b>	<b>-</b>	<b>18,512</b>	<b>692,954</b>

## 13. Debtors

	2024	2023
	€	€
Accrued income	595,423	472,979
Prepayments	451,606	568,303
Other debtors	23,672	20,143
	1,070,701	1,061,425

Debtors are shown net of impairment (if any) in respect of doubtful debts. All debtors are due within one year.

# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 14. Creditors

### Amounts falling due within one year

	2024	2023
	€	€
Trade creditors	<b>291,788</b>	596,662
Taxation and social security costs (Note 15)	<b>236,736</b>	253,883
Accruals	<b>337,809</b>	414,274
Other creditors	<b>107,571</b>	53,516
Deferred income	<b>70,134</b>	-
	<b>1,044,038</b>	1,318,335

Trade and other creditors are payable at various dates in the next 12 months in accordance with the suppliers’ usual and customary terms.

The terms of the accruals are based on underlying contracts.

## 15. Taxation and Social Security

	2024	2023
	€	€
<b>Creditors:</b>		
PAYE / PRSI	<b>236,736</b>	253,883

## 16. Deferred Income

	2024	2023
	€	€
At beginning of year	-	-
Deferred during the year	<b>70,134</b>	-
At end of year	<b>70,134</b>	-

## 17. Pension Costs - Defined Contribution

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. Pension costs amounted to €220,044 (2023: €199,819). The amount payable at year end was €50,961 (2023: €25,100).

# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

## 18. Analysis of Net Assets by Fund

Current Year 2024	Unrestricted €	Designated €	Restricted €	Total €
<b>Represented by:</b>				
Fixed Assets	692,954	-	-	692,954
Current Assets	1,868,586	8,638,000	522,157	11,028,743
Current Liabilities	(1,044,038)	-	-	(1,044,038)
	1,517,502	8,638,000	522,157	10,677,659
<b>Prior Year 2023</b>	<b>Unrestricted €</b>	<b>Designated €</b>	<b>Restricted €</b>	<b>Total €</b>
<b>Represented by:</b>				
Fixed Assets	868,231	-	-	868,231
Current Assets	3,463,920	9,987,000	1,286,823	14,737,743
Current Liabilities	(1,318,335)	-	-	(1,318,335)
	3,013,816	9,987,000	1,286,823	14,287,639

## 19. Analysis of Movement of Funds

Current Year:	Unrestricted €	Designated €	Restricted €	Total €
Opening Balance at 1 January 2024	3,013,816	9,987,000	1,286,823	14,287,639
Income	10,621,817	-	3,059,642	13,681,459
Expenditure	(13,467,131)	-	(3,824,308)	(17,291,439)
Transfer Between Funds	1,349,000	(1,349,000)		-
Closing Balance at 31 December 2024	1,517,502	8,638,000	522,157	10,677,659
<b>Prior Year:</b>				
Opening Balance at 1 January 2023	3,249,879	12,646,381	1,573,727	17,469,987
Income	11,578,203	-	2,770,276	14,348,479
Expenditure	(14,473,647)	-	(3,057,180)	(17,530,827)
Transfer Between Funds	2,659,381	(2,659,381)		-
Closing Balance at 31 December 2023	3,013,816	9,987,000	1,286,823	14,287,639

## 19. Analysis of Movement of Funds (continued)

Pieta has designated a level of reserves that will allow it to continue to deliver services for a period of at least 9 months in the event of a sudden loss of funding. This will allow Pieta to finish all courses of therapy while allowing capacity to seek alternative sources of funding. The designated funds at 31 December 2024 is calculated based on budgeted costs for 2025.

# Notes to the Financial Statements (continued)

for the year ended 31 December 2024

Following a review in early 2025, the board updated Pieta’s designated reserves policy on 19 May 2025 to six months unrestricted financial reserves based on budgeted costs for the following year. This is to ensure that Pieta can continue to provide clinical services and meet financial obligations as they fall due in the event of an unforeseen downturn on the fundraising on which Pieta relies on so heavily.

## 20. Status of the Charity

The charity is limited by guarantee not having a share capital.

The liability of the members is limited.

Every member of the charity undertakes to contribute to the assets of the charity in the event of its being wound up while they are members or within one year thereafter for the payment of the debts and liabilities of the charity 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.

## 20. Contingent Liabilities

The charity received a grant of €300,000 in 2011 from the JP McManus Pro-AM 2010 Committee towards the cost of acquiring the centre occupied by Pieta Mid-West in Mungret Co Limerick. This grant included the condition that, if the property was disposed of and Pieta House services were downgraded in Limerick, the €300,000 grant or an equivalent portion thereof would be repayable to the JP McManus Charitable Foundation. It is a condition of the JP McManus grant that a charge may not be registered on the property.

## 21. Trustees’ Remuneration

None of the Trustees received any remuneration during the year. Incidental travel and meeting expenses are reimbursed where incurred and claimed. These expenses amounted to €nil for the year (2023: €nil).

## 22. Related Party Transactions

John Casey is a trustee and a partner in the Irish firm of PricewaterhouseCoopers (PwC). On 1 July 2021, as part of its commitment to the community, PwC entered into a two-year partnership agreement with Pieta, which was subsequently extended to 31 October 2024. Over the term of the agreement PwC has agreed to match funds raised or donated by PwC employees for Pieta (subject to agreed limits) and support Pieta through fundraising initiatives, volunteering, and pro bono work. PwC made total charitable donations to Pieta of €51,850 during the year ended 31 December 2024 (on both its own behalf and as part of various staff giving schemes and other initiatives), all in the ordinary course of business.

**Transactions with Key Management Personnel**

Other than as set out at Note 11 there were no transactions with key management personnel during the current financial period.



## 23. Financial Instruments

The carrying values of the Charity's financial assets and liabilities are summarised by category below:

	2024 €	2023 €
<strong>Financial assets</strong>		
Cash at bank and in hand	9,958,042	13,676,318
Accrued income	595,423	472,979
Other debtors	23,672	20,143
	10,577,137	14,169,440
<strong>Financial liabilities</strong>		
Accruals	337,809	414,274
Trade creditors	291,788	596,662
Other creditors	107,571	53,516
	737,168	1,064,452

## 24. Prior Year Comparatives

Certain prior year comparatives have been reclassified for consistency and comparability.

## 25. Post Balance Sheet Events

There have been no significant events affecting the Charity since the period end.

## 26. Financial Commitments

At 31 December 2024 the charity had annual commitments under non-cancellable operating leases as follows:

	2024 €	2023 €
Within one year	323,304	269,233
Between one and five years	710,610	817,530
In over five years	146,260	384,670

## 27. Approval of Financial Statements

The financial statements were approved and authorised for issue by the Board of Trustees on 19 May 2025.

# Three ways you can support Pieta

These are just three simple ways that you can choose to support us:

### 1) Give money

Make a donation. Give money – big or small. Every Euro helps our free lifesaving services.

### 2) Raise money

Whatever you like doing, you can raise money to help. Take part in one of our events, such as: the **Amber Flag** or **Darkness Into Light**. Or why not do your own thing and create your own fundraising challenge?

### 3) Recognise the SIGNS

Knowing the warning signs of suicide could save a life. Learn about some of the key warning signs to watch out for.

[Click here](#) to learn more about how you can support Pieta...



**You are amazing!**

To all of you who have helped us to be there for people affected by suicide and self-harm throughout 2024...

## Thank you!

Company registration number: 405780  
Registered charity number: 20062026  
Charity revenue number: CHY 16913