Annual Report and Financial Statements

for the year ending 31st December 2024

Youth Suicide Prevention Ireland

Registered Charity 20070670

Contents

Reference and Administrative Information

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Charities Regulatory Authority Number: 20070670

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Chairperson's Introduction to the 2024 Annual Report

As we reflect on 2024, I am proud to present a year of remarkable growth and transformation for Youth Suicide Prevention Ireland (YSPI). Building upon the foundation of resilience and progress achieved in 2023, the organisation has continued to expand its reach, strengthen its financial position, and enhance the quality of its programmes and services.

The year 2024 marked a decisive shift towards digital delivery and a sharper focus on scalable, cost-effective programme models. Our flagship initiative, the Let's Talk About Mental Health Programme, has become even more deeply embedded in schools and communities across Ireland, supported by expanded publishing output and online resources. At the same time, we have maintained our FreeText crisis support service and facilitated access to urgent crisis counselling for at-risk young people.

I am heartened to report that YSPI entered 2024 with modest reserves of €103,026 and closed the year with a greatly strengthened position of €289,112. This significant increase was made possible by the generosity of our donors, the creativity of our fundraising initiatives, and the exceptional dedication of our volunteers and staff. Income rose to €553,366, a 53% increase on 2023, while costs were carefully controlled at €367,280, resulting in a record surplus of €186,086. This improved position not only secures the future of our ongoing programmes but also enables us to plan confidently for new initiatives.

This year also saw continued growth in the impact of our awareness and outreach work. The Schools Programme, Outreach Programme, and Let's Talk Programme collectively reached more young people, families, and communities than ever before. Our investment in digital tools and online resources has proven both effective and efficient, allowing us to deliver critical content without the logistical limitations of previous years.

Looking forward, YSPI will remain focused on expanding its reach through innovative digital strategies, enhancing the accessibility of its educational resources, and ensuring that every young person in Ireland can access the information and support they need. The results of 2024 demonstrate that our model of lean operations, strong fundraising, and programme innovation is not only sustainable but highly effective.

On behalf of the Board of Trustees, I extend my gratitude to our staff, volunteers, partners, and supporters. Together, we continue to move towards a future where no young person in Ireland feels alone in their mental health journey.

Nelius Enright

Nelius Enright
Chairperson

General Overview of 2024

In 2024, Youth Suicide Prevention Ireland (YSPI) experienced a year of exceptional progress, marked by significant expansion in programme delivery, heightened public engagement, and greatly improved financial stability. Building upon the momentum of 2023, the organisation consolidated its transition towards digital delivery, enabling us to reach a wider audience with lower logistical costs and greater efficiency.

The Let's Talk About Mental Health initiative remained at the heart of our activities throughout the year. Demand for the programme continued to grow, with schools and community organisations embracing both the printed materials and the digital resources made available through our central portal at www.letstalk.ie. In 2024 we distributed more than 50,000 copies of the Let's Talk magazine, a substantial expansion on the approximately 29,500 copies distributed in schools in 2023. Our enhanced publishing output included new series of booklets addressing coping strategies for stress, anxiety, depression, and addiction, ensuring that our materials remain both practical and relevant.

The Four Steps to Help Programme, now firmly established as a cornerstone of our work, advanced further during the year with the introduction of new online learning formats. These included a pilot Mental Health Awareness Course designed for students and young adults, delivered in a self-paced online environment. Early engagement has been encouraging, with strong indications that this new model of delivery will become a major element of our education work in future years.

The Schools Programme continued to experience strong demand. In 2024 we distributed two full rounds of Mental Health Packs to schools, ensuring that each institution received updated resources to support both staff and students. Schools also embraced the opportunity to access video workshops and digital training materials, allowing wider participation while reducing barriers created by travel costs and scheduling. In comparison with 2023, when 1,474 school packs were distributed, the 2024 expansion ensured that all secondary schools had access to updated resources twice during the academic year.

Our Outreach Programme also expanded, with 32,923 engagements during 2024, up from 27,734 in 2023. This growth reflects the increasing demand from community groups, youth organisations, and parents' associations for structured and accessible information on mental health. Through outreach events, online presentations, and the distribution of tailored Public Mental Health Packs, YSPI continued to extend its impact beyond the school environment and into the wider community.

The Let's Talk About Mental Health video presentation also grew in reach, following the strong reception of its launch in 2023. In 2024, the video was promoted more widely through schools and online platforms, resulting in substantially increased viewership. By placing this resource on accessible digital channels such as YouTube and Vimeo, YSPI will be able to reach young people in both urban and rural locations, overcoming many of the limitations of face-to-face delivery.

Our crisis support services remained a vital component of our work. The FreeText service continued to provide immediate access to information for those experiencing difficulties, while our crisis team responded to high-risk contacts by phone and online. The automation of non-urgent enquiries continued to improve, with over 89% of routine contacts handled by automated systems in 2024 compared to 76% in 2023. This innovation allowed our staff and volunteers to prioritise urgent cases more effectively. The Youth Crisis Counselling Service also provided direct support to at-risk individuals, funding emergency counselling sessions when immediate intervention was necessary.

YSPI's social media and digital engagement remained strong, reaching audiences nationwide and further reinforcing the charity's reputation as a leading provider of mental health awareness resources. Online interactions with our target demographic of 16–24 year-olds increased modestly compared to 2023, while overall engagement among wider audiences remained substantial.

The Youth Mental Health Training Centre in Killarney continued to provide a base for in-person workshops and training sessions, although the majority of activity has now moved to online delivery. The Centre supported both community meetings and staff training events, maintaining its role as a hub for local engagement while complementing the national reach of our digital programmes.

In summary, 2024 was a year of significant progress for Youth Suicide Prevention Ireland. Demand for our programmes grew sharply, our distribution of educational resources expanded substantially, and our crisis response capacity was enhanced through improved automation and targeted counselling support. Most importantly, the charity's financial strength improved markedly, with income rising by 53% compared to 2023 and reserves increasing nearly threefold. These results demonstrate the resilience of our organisation and our capacity to adapt successfully to the changing needs of the young people and communities we serve.

Activity Report 2024

Our charitable activity in the past year reflects both the scale of the challenges faced by young people and the strength of our response as a community-focused organisation. Through a wide range of programmes, outreach initiatives, and crisis supports, we have worked to ensure that young people, their families, and schools have timely access to information, resources, and guidance when it is most needed. Whether through direct crisis intervention, educational engagement, or the expansion of our awareness campaigns, our activities have remained firmly anchored in our mission to prevent youth suicide and promote positive mental health. This section highlights the depth and impact of those efforts, demonstrating how every initiative contributes to building resilience and hope across Ireland.

Let's Talk About Mental Health Programme

Let's Talk About Mental Health is our flagship programme consolidating many of the areas that were previously under different programmes such as our Schools Programme or Four Steps to Help programme.

School Resource Pack Distributions

We did our standard distribution of mental health and suicide prevention resource packs to all 753 secondary schools in the State in August ready for the new school year. However this year we also did an additional pack distribution to schools in March to showcase our new Coping With series and Understanding Addiction series.

The Coping With series is a set of 17 booklets covering areas from stress and anxiety to coping with world events and rural mental health.

The Understanding Addiction is a 7 booklet set which covers topics from Understanding Alcohol Addiction to porn addiction, sex addiction, gambling addiction and drug addiction. We also added a special booklet on Understanding Consent as this has become a major mental health trigger for many young people (and adults).

Coping and Addiction Resource Series

The "Coping With" series, a set of 17 booklets covering most of the main mental health awareness topics:

1. Coping With Anxiety
2. Coping With Depression
3. Coping With Stress
4. Coping With Self-Harm
5. Coping With Suicidal Thoughts
6. Coping With Suicide Clusters
7. Warning Signs of a Mental Health Crisis
8. What is Active Listening and how can it help?
9. Coping With Cyber-bullying
10. Coping With Gaming Addiction
11. Coping With Social Media and Mental Health
12. Coping With An Eating Disorder
13. Coping With Bereavement
14. Coping With Debt

15. Coping With Exam Stress
16. Coping With World Events
17. Mental Health in Rural Areas

Each booklet follows a similar flow: what is the issue, what are the signs, how do I know if I or my friends are affected, how do I get help for myself or my friends. This booklet series is ideal for library use and we are happy to provide paper sets in larger quantities should you find them helpful. These are available at www.letstalk.ie/coping.php.

Our "Understanding Addiction" series, a set of six booklets covering 6 types of addiction is also available online and as paper copies:

1. Understanding Alcohol Addiction
2. Understanding Drug Addiction
3. Understanding Gaming Addiction
4. Understanding Gambling Addiction
5. Understanding Pornography Addiction
6. Understanding Sex Addiction
7. Understanding Consent (Additional Booklet)

Crisis Information Services

YSPI's Crisis Information Service provides fast, confidential signposting for young people, families and frontline staff. Through our online auto-responder and web-to-SMS, people receive clear, step-by-step guidance, up-to-date crisis contacts and practical next actions tailored to their situation. The service is designed to stabilise the moment, reduce escalation and connect people to the right supports quickly, with most cases resolved at first contact and only a small minority needing additional follow-up. It complements our wider programmes by turning awareness into immediate help when it matters most.

Crisis contacts

Crisis support remained mission-critical throughout 2024, with 5,222 requests handled via our online auto-responder and web-to-SMS. Every case was stabilised through information provision, and only 5.2% required additional follow-up, which demonstrates the effectiveness of rapid signposting and clear self-help guidance. Activity crested in January (477) as schools and families navigated the return after the holidays. Importantly, we saw a pronounced step-up in June (469), the month of the Leaving Certificate examinations, when academic pressure and anxiety typically escalate. That pre-exam surge also carried the highest crisis proportion of the year relative to monthly contacts, signalling that our exam-season messaging and resource placement are reaching the right audiences at the right time. The pattern across the rest of the year was steady rather than spiky, indicating a reliable baseline of need that we can plan staffing and rota coverage around.

Resource engagement

Our publications and articles were heavily used as first-line support, with 48,154 PDF downloads recorded. Engagement built progressively across the year and peaked in December (4,194), reflecting strong end-of-term demand from schools and services and heightened interest during the winter months. The quietest point was February (3,760), after which demand recovered and held firm. This resilience across eleven months suggests that written resources remain a preferred format for many users, especially teachers, parents and frontline workers who need shareable, printable materials.

The Let's Talk About Mental Health video provided a complementary route for quick, accessible guidance, logging 21,151 plays in 2024. Viewing was strongest in October (1,827), aligning with the return to school and college after summer and the start of autumn campaigns, and slowest in February (1,673). The video's performance closely tracks the rhythm of our programme calendar, with peak months corresponding to periods of outreach activity. Taken together, publications and the explainer video form a coherent resource mix: the video lowers the entry barrier for immediate insight, while PDFs offer depth and practical next steps that can be saved, printed and shared.

Reach

We recorded 95,263 views across our digital channels in 2024. Traffic was consistently high, with the strongest month in December (8,214) as end-of-year activity and winter demand converged, and the lightest in February (7,488). The narrow band between the highest and lowest months shows that awareness is now embedded rather than episodic. Seasonal peaks map to the school calendar and campaign bursts, validating the timing of our communications and suggesting that continued investment in winter and autumn placements will yield sustained awareness at national scale.

General Contacts

Beyond crisis, our team handled 20,736 general contacts in 2024. Enquiries were highest in January (1,801), when families, schools and services resume planning and seek guidance for the term ahead, and lowest in February (1,653), before rising to a stable, predictable cadence through spring and into the new academic year. This stability matters. It shows that our signposting, forms and follow-up processes are functioning as a dependable front door for support, training and programme information, not just during campaign periods but week in and week out. The general-contacts stream also underpins crisis performance: by providing clear routes to resources and staff advice, it reduces escalation and keeps more people supported at the earliest possible point of need.

Schools Programme

In 2024, schools and youth services continued to rely on our John Sharpson presentation as a practical tool for opening conversations about mental health and suicide prevention. Across the year there were 8,273 preview downloads and 1,854 full streams, which equates to a steady one in five conversion from preview to full use. Each stream represents a classroom, year group or assembly engaging with the content, so the true audience reached is significantly larger than the stream count alone.

Use followed the school calendar very closely. Streams were recorded on every weekday of the year and none at weekends, which confirms that this is primarily a timetabled classroom and assembly resource. Term time intensity was clear. January to May and September to November delivered over twice the daily activity seen in June to August and December. October was the strongest month for previews with 1,023 downloads, while May led the year for streams with 236 sessions, closely followed by October and November. July was predictably quiet during holidays, and then activity rebounded as schools returned in late August and September.

The engagement pattern shows a healthy funnel. Monthly preview to stream conversion stayed broadly consistent between 17 percent and 26 percent through the year, with the higher July figure reflecting very small numbers during holidays rather than a structural shift. Day to day, previews and streams moved together. When more educators downloaded the preview, more groups watched the full session in the same week, which tells us the preview is a good early indicator of demand and a lever we can use to prompt timely delivery in schools.

There were clear seasonal peaks that aligned with the rhythm of the school year. Spring activity built steadily from January and February into a strong May. After the summer break there was a pronounced back to school surge, with October and November delivering the highest combined volume of downloads and streams for the year. June remained active as teachers prepared senior cycle groups ahead of state exams, indicating sustained need for short, practical interventions that can be slotted into busy timetables.

The weekday profile was remarkably consistent. Average streams per teaching day sat around seven, spread evenly across Monday to Friday. Previews remained active at weekends even though the full video was not streamed, suggesting that teachers and youth workers often plan and prepare at home, then deliver in class during the week. This pattern underlines the value of keeping the preview simple, clearly signposted and one click away from a booking or delivery option.

Taken together, the data shows a programme that is being used where it matters most and when it is most useful. The resource has become a dependable part of the school wellbeing toolkit. The autumn and late spring clusters demonstrate how trusted content, clear signposting and low-friction access can translate directly into classroom action. The consistency of weekday use, coupled with reliable conversion from preview to stream, gives us confidence that the presentation is both discoverable and practical to deploy.

Outlook for 2025

Looking ahead, we will build on these insights to reach more young people with the same simplicity. We will time two strong national pushes each year to coincide with planning windows in late January to mid February and again from late August to mid September. We will use preview activity as a real time trigger for outreach, so that when downloads spike in a county or school cluster, our team can offer a ready to use session plan and booking support that same week. We will refine the preview page to include a short “what to expect” clip and a single, prominent action button so teachers can move from interest to delivery without delay. To make Monday delivery even easier, we will provide a certificate of participation template and optional follow up discussion prompts that reduce admin and increase impact.

We will also test a short, parent friendly version for weekends that signposts crisis information and local supports, while reserving the full presentation for classroom and assembly settings. Finally, we will keep measuring what matters. Monthly conversion, weekday patterns and seasonal windows will be tracked and reported so the programme remains responsive to the realities of school life and continues to meet young people where they are.

Mental Health Resource Pack Requests

In 2024 we fulfilled 2,286 Mental Health Resource Pack requests across all 26 Irish counties. This is a clear sign that awareness of our materials is strong and growing. Activity was steady in the first half of the year, lighter through the summer, and then accelerated sharply in the final quarter. The pattern reflects the rhythm of school terms and the effect of visible retail placement. When our materials are easy to find and request, families, schools and services act quickly.

Geographically, the programme reached every part of the country. Dublin led with 418 requests, followed by Cork with 268 and Galway with 140. Tipperary and Limerick also featured strongly, with 105 and 96 respectively. Together, the five highest-volume counties accounted for roughly forty five percent of total requests, which aligns with population size and the concentration of schools and public services in those areas. Importantly, the map of activity shows participation right across the regions. Counties such as Wicklow, Kildare and Meath generated meaningful volumes in the high eighties and low nineties. At the lighter end of the distribution, Leitrim recorded 18 requests, Longford 27 and Carlow 34. These lower counts likely reflect smaller populations and institutional footprints rather than a lack of interest. They present a good opportunity for focused micro-campaigns in 2025.

Channel performance shows why the programme is cutting through. Education remained the backbone, with 918 requests from schools, colleges and ETBs. This channel combines scale with high fit. Staff need practical, age-appropriate resources that can be used immediately, and the pack meets that need. The public sector generated 514 requests, with councils and libraries integrating the materials into community-facing services and local programmes. Retail has become a powerful awareness engine in its own right. SuperValu accounted for 221 requests and Tesco for 155. Together they delivered about one in six requests. This matters because retail provides everyday visibility for parents, carers and young people. It also complements work in schools and libraries in the same locality, which produces a helpful effect where messages reinforce each other.

The year followed a clear seasonal curve. There were 359 requests in January to May and 253 across June to October. Demand then climbed to 423 in November and peaked at 1,251 in December. Just over seventy three percent of the annual total arrived in the final two months. The lesson is simple. Concentrate the heaviest promotion at term start and in the pre-Christmas window. Use smaller nudges in January when schools reset priorities and refresh materials.

YSPI-LT-001 accounted for 2,230 requests, with smaller volumes for YSPI-CW-001 at 51 and YSPI-CW-002 at 5. This concentration is not a risk signal. It shows that the core pack answers a widely recognised need, especially in education and public-sector settings. Looking ahead, there is room to add a light companion insert designed for quick retail pick-up, for example a short tips card with a QR link to deeper content, and a targeted edition for specific cohorts such as an exam-stress add-on or a short parent guide. Both would extend relevance without fragmenting the offer.

Taken together, the figures describe a programme that is visible in the right places and at the right times, is trusted by the services closest to young people, and converts awareness into action. The path for 2025 follows naturally from this. Maintain leadership in education and the public sector, keep retail presence active as an always-on channel, and use short, time-boxed campaigns to lift penetration in smaller counties. Set modest per-county goals and track them month by month. Pair each goal with one local delivery partner such as a cluster of schools or a single retail mini-hub. Support these goals with simple term-start reminders and a tiny QR feedback loop inside the pack, so that re-orders are prompted exactly when materials are most needed. This approach is practical and low cost. It should allow us to report not only continued national reach next year, but also a narrower gap between the highest and lowest volume counties.

Pack requests by county

County	Pack requests	Share
Dublin	418	18.4%
Cork	268	11.8%
Galway	140	6.2%
Tipperary	105	4.6%
Limerick	96	4.2%
Donegal	94	4.1%
Meath	91	4.0%

Wicklow	88	3.9%
Kildare	88	3.9%
Mayo	85	3.7%
Wexford	81	3.6%
Kerry	81	3.6%
Waterford	72	3.2%
Louth	63	2.8%
Clare	57	2.5%
Kilkenny	55	2.4%
Cavan	54	2.4%
Laois	47	2.1%
Offaly	43	1.9%
Sligo	42	1.9%
Roscommon	41	1.8%
Westmeath	40	1.8%
Monaghan	40	1.8%
Carlow	34	1.5%
Longford	27	1.2%
Leitrim	18	0.8%

Outreach Programme

Our Outreach programme is the charity's digital front door. It brings our youth mental health messages to where young people, parents and educators already spend time, across social media and our websites. The goal is simple and measurable. We raise awareness, reduce stigma, and signpost to clear, practical resources that support early help-seeking. Content is youth-centred, evidence-informed and trauma-aware. It is produced in accessible formats, optimised for mobile, and moderated to safeguard users while maintaining a supportive tone. Every post and page is designed to move people from attention to action through clear calls to action and direct links to trustworthy information.

The programme runs on an always-on calendar that aligns with the school year and key moments in the youth landscape. We combine planned campaigns with rapid response content when needs emerge. Performance data from the platforms and our websites inform message, format and timing so we can scale what works and retire what does not. Partnerships with schools, retailers and community groups extend reach, while light, well-targeted spend ensures our most important messages cut through when it matters. In the year ahead we will broaden second-half activity, pilot new formats such as short video and Irish-language carousels, test low-friction channels for crisis signposting, and report consistently on outcomes that matter to our mission, from reach and engagement through to on-site resource use and referrals.

Social Media

Headline Social Media Outreach Results (2024)

- Reach: 12,880,194 total. Peak Apr 2024: 4,828,666. Lowest Dec 2024: 3,043.
- Content interactions: 18,089 total. Peak Mar 2024: 7,199.
- Facebook visits: 40,582 total. Peak Mar 2024: 14,135.

- Facebook link clicks: 84,144 total. Peak Mar 2024: 30,513.

Our Facebook presence delivered material audience value in 2024 and continued to act as a reliable gateway to our resources and support information. Across the year we reached 12,880,194 people, generated 84,144 link clicks, drove 40,582 website visits and recorded 18,089 content interactions. Performance concentrated in the first half of the year, with March and April anchoring the peak. April delivered the highest reach at 4,828,666. March produced the strongest conversion outcomes, including 7,199 content interactions, 30,513 link clicks and 14,135 visits. This pattern confirms that when our messaging is time relevant and clearly framed, audiences not only notice but take meaningful action.

Seasonality was pronounced. Quarter one contributed 52.9 percent of annual reach, 61.8 percent of interactions, 53.6 percent of visits and 53.4 percent of link clicks. Quarter two contributed a further 42.6 percent of reach, 34.8 percent of interactions, 38.5 percent of visits and 39.7 percent of link clicks. Quarter three and quarter four together accounted for a small remainder, each metric at or below 6.9 percent in quarter three and at or below 2.1 percent in quarter four. The business takeaway is straightforward. The channel has proven capacity to scale in quarter one and quarter two. There is clear headroom to broaden activity in quarter three and quarter four, particularly around late August and September when young people and schools reset, and around December when wellbeing messages are salient.

Quality of engagement held up alongside scale. Across the year the median engagement per 1,000 reach was 1.66. The median clicks per 1,000 reach was 5.96. The median visits per 1,000 reach was 5.47. The relationship between interaction and action was efficient, with a median of 3.35 clicks per interaction. There were efficiency spikes in August and December that coincided with lower posting volumes. These spikes indicate that more focused messages to well defined audiences can lift yield even when absolute activity is modest. That insight is actionable. We can preserve the focus and clarity that produced higher yields, then layer back volume in the second half of the year.

The channel's funnel behaved with high integrity. Daily data show very strong correlations between reach and link clicks at $r = 0.989$, visits and link clicks at $r = 0.985$, reach and visits at $r = 0.974$, interactions and visits at $r = 0.947$, and interactions and link clicks at $r = 0.942$. In operational terms this means that extending relevant reach produces a near linear increase in site actions. It gives confidence that modest incremental investment into high fit audiences, whether organic distribution through partners or light paid support, will translate efficiently into tangible engagement with our resources.

Cadence and timing were audience friendly. Results were broadly even by weekday, with Monday to Thursday marginally higher in the 14 to 16 percent range for each metric. There is no obvious avoid day. This supports a steady schedule of always on communications, complemented by tactical peaks around known stress points in the youth calendar. The even cadence also suggests that improvements are more likely to come from message relevance, creative format and call to action clarity than from wholesale changes to posting days.

From a management perspective, the data profile highlights three priorities. First, continue what clearly works in quarter one and quarter two. Replicate the cadence and framing that delivered in March and April. Anchor campaigns around exam readiness, resource awareness and simple next steps. Second, address the second half of the year with purpose. A back to school content series in late August and September, and a December support series, would smooth seasonality and protect annual outcomes. Third, hard wire efficiency. Alongside volume metrics, track clicks per 1,000 reach and visits per 1,000 reach every month. These two ratios are sensitive, easy to explain to stakeholders and tightly linked to mission delivery.

The disparity between averages and medians underscores the skew in monthly outcomes. For example, reach averaged just over 1.07 million per month while the median month delivered about 233,000. This tells us a small number of high energy months carried the total. That profile is acceptable when aligned with priority campaigns, yet it also provides a route to low risk growth. If we lift the median month while keeping peak months intact, annual totals increase without requiring outsized spikes. The same logic applies to link clicks and visits where medians sit well below peak performance. Sustained mid tier months are the practical lever.

Governance of messaging remains central given the subject matter. The posts that converted best combined brevity, practical next steps and a direct link into resources or signposting. Our plan is to retain that editorial discipline while expanding distribution through partners in schools and retail, and by using lightweight paid support to reach known lookalike audiences. A cost lens will be applied. Targets will focus on keeping cost per click below €0.25 on small boosts and on growing visits per 1,000 reach above 7.0 by year end. These targets are realistic given the observed funnel efficiency and will be reported alongside outcome volumes for transparency.

Outlook for 2025

our approach is to recycle the successful quarter one and quarter two playbook, broaden our calendar in the second half, and institutionalise what the data already suggest. Specific tests will accelerate learning. Short form video with explicit calls to action will be A and B tested against static creative for click through rate uplift. An Irish language carousel pilot will test cultural relevance effects on click propensity. A 24 hour Takeover Tuesday with six micro posts and minimal boosts will assess whether concentrated bursts lift same day visits. Cross posting through partner pages will test whether borrowed trust improves conversion at low cost. We will also explore a WhatsApp channel sign up week, promoted via Facebook posts, to provide a direct route for crisis information delivery where appropriate safeguards are in place.

Summary

Facebook delivered significant audience reach and meaningful traffic to our resources in 2024. The first half of the year provided the majority of outcomes, the quality of engagement remained strong, and the underlying funnel from reach to action was highly efficient. The second half presents an immediate optimisation opportunity. By combining the cadence and framing that already work with targeted tests and modest budget, we expect to retain early year scale, increase second half contribution and improve our cost to action. This will ensure that more young people, parents and educators find the right help at the right time, and that the channel remains tightly aligned to our mission.

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Monthly Statistics

Month	Reach	Interactions	Page Visits	Link_Clicks
Jan-2024	141,266	623	843	470
Feb-2024	1,846,060	3,364	6,786	13,926
Mar-2024	4,826,570	7,199	14,135	30,513
Apr-2024	4,828,666	4,372	12,148	26,987
May-2024	299,779	970	1,970	3,091
Jun-2024	359,006	948	1,486	3,323

Jul-2024	391,034	381	1,320	3,452
Aug-2024	165,752	186	822	2,370
Sep-2024	4,497	15	213	-
Oct-2024	7,547	4	346	7
Nov-2024	6,974	5	273	-
Dec-2024	3,043	22	240	5
	12,880,194	18,089	40,582	84,144

Monthly Effectiveness Ratios

Month	Engagement per 1k reach	Clicks per 1k reach	Visits per 1k reach	Clicks per interaction
Jan-2024	4.41	3.33	5.97	0.75
Feb-2024	1.82	7.54	3.68	4.14
Mar-2024	1.49	6.32	2.93	4.24
Apr-2024	0.91	5.59	2.52	6.17
May-2024	3.24	10.31	6.57	3.19
Jun-2024	2.64	9.26	4.14	3.51
Jul-2024	0.97	8.83	3.38	9.06
Aug-2024	1.12	14.3	4.96	12.74
Sep-2024	3.34	0	47.36	0
Oct-2024	0.53	0.93	45.85	1.75
Nov-2024	0.72	0	39.15	0
Dec-2024	7.23	1.64	78.87	0.23

Charity Websites

YSPI's web estate provided dependable reach and practical signposting throughout 2024, supporting fast access to information when people needed it most. Across the year we served 3,340,591 page views to a daily-unique audience of 1,000,946 people. Visitors typically consumed 3.34 pages per person and spent an average of 4.1 minutes on site. Engagement remained steady across the calendar, with quarterly distribution that was balanced and resilient. Page views were split Q1 26.0 percent, Q2 26.7 percent, Q3 23.3 percent and Q4 24.0 percent, while the share of visitors tracked closely at Q1 25.9 percent, Q2 26.3 percent, Q3 23.7 percent and Q4 24.1 percent. This pattern indicates a healthy lack of dependency on a single season and a consistent flow of need across the year.

Within that stable picture there were clear moments of heightened demand and purposeful behaviour. May recorded the highest monthly page views at 305,471 as exam preparation ramped up. December delivered the strongest momentum, with page views rising by 21.2 percent month on month and visitors up by 21.1 percent. This points to a successful mix of content and distribution tactics in the run in to year end that we can replicate. The softest month was February, where page views dipped by 11.7 percent and visitors by 10.2 percent compared with January. The summer period showed a natural easing, with the lowest monthly views in September at 247,419, then a clean rebuild into the strong December finish.

User intent is visible in the engagement metrics. Average session duration was longest in March at 4.30 minutes, which is consistent with deeper content consumption before the exam period. June shows a different pattern, with the shortest average session at 3.99 minutes and the highest average bounce rate at 56.9 percent. Read together, this suggests users with urgent, well defined questions who find an answer quickly and then leave. That is not a quality problem if the content resolves the need in fewer clicks. It is a reminder to keep the most important information above the fold and to make calls to action unmissable during peak stress windows. Balance returns after summer, with September recording the lowest bounce at 54.5 percent as longer form browsing picks up again.

Each site within the estate played a distinct role and the data validates this division of labour. Letstalk.ie accounted for 45.0 percent of page views and functioned as the main audience magnet for quick, practical resources. YSPI.ie contributed 30.0 percent and supported credibility, volunteering and donation pathways. Ineedhelp.ie delivered 19.9 percent and excelled at one click problem solving. Youthcrisiscounselling.ie added a focused 5.0 percent for targeted support journeys. This mix provides both scale and specialisation. It also gives us multiple entry points to reach the same user with different needs over time.

	Page Views	Unique Visitors
www.letstalk.ie	1,504,407	450,165
www.yspi.ie	1,002,112	300,174
www.ineedhelp.ie	665,471	200,116
www.youthcrisiscounselling.ie	168,601	50,491
	3,340,591	1,000,946

The pages per visitor ratio across months averaged 3.34. That is a solid depth indicator for an estate geared to rapid resolution. It suggests that most people find what they want within three to four views, which is appropriate for a support context. The average bounce rate across the year was 55.8 percent. In commercial sites that figure would prompt concern, but for support content it is often a by-product of success. Someone arrives, reads a single page that answers their need and exits. The more important measures are availability, clarity and the time it takes to reach the right resource. To reflect that reality, we will strengthen our dashboards with a time to help metric that measures the number of seconds from first view to first contact or first click on a crisis resource.

Operationally, the year shows three practical lessons. First, peak months align with real world timelines. May and June correlate with exam stress, so pre-exam content and fast paths are not optional. Second, December's surge demonstrates that family routines and holiday stress create a second natural spike. Third, dips do not indicate disengagement, they indicate changing need. The right response is to adapt the surface area of content rather than to push volume for its own sake.

Outlook for 2025

In 2025 we will double down on what the data shows works. We will replicate the December playbook in late November and early December, then again before the Easter break, using the same mix that drove the 21 percent uplift. We will add always visible crisis access across all domains, placed at the top of every page and optimised for mobile first. We will prepare a pre-exam sprint on Letstalk.ie and INeedHelp.ie that reduces reading time by trimming non-essential blocks, adds plain language summaries at the top of pages and places helpline details and school specific advice in the first screenful. We will use subtle cross prompts from Letstalk.ie to YSPI.ie for volunteering and donation routes so that awareness can become sustained support without disrupting urgent journeys.

We will also improve measurement to match mission outcomes. The four pillars that matter most to YSPI will be tracked as key events in our analytics, with clear definitions and thresholds. Crisis resource views will be separated from general browse traffic and will include the time to help metric. Resource downloads will be tracked by topic to show alignment with campaigns. Reach will be measured by verified page views and returning visitor patterns. Contacts will be measured by completed forms and click to call actions. This will let us speak to impact with more precision in next year's report.

Finally, some forward looking ideas to test. An Exam Survival mode that automatically simplifies page layout between 22:00 and 07:00, with night friendly colours and a three link header that gets students to help in two taps. A micro banner that appears only on high bounce pages and shows a single line of context specific advice with a Help Now button. A rotating Quick Answers panel on INeedHelp.ie that preloads the top three questions each week based on search logs. A small content lab that publishes one new, 200 word resource each Friday and promotes it for seven days. A once a quarter digital open clinic for parents, hosted on YSPI.ie, with live Q and A and a short replay for those who cannot join. These are lightweight to ship, easy to measure and directly tied to the usage patterns we saw in 2024.

Summary

Our websites did exactly what they were designed to do in 2024. They showed up consistently across the year, scaled when demand increased and got people to the right information quickly. With small, targeted improvements and a sharper focus on mission aligned metrics, we can turn this dependable platform into an even more responsive service in 2025.

Monthly Page Views

Month	Page views	Unique Visitors	Bounce (avg %)	Average Visit (min)	Pages per visitor
Jan-2024	304,204	90,078	56.11	4.16	3.38
Feb-2024	268,544	80,909	56.87	4.21	3.32
Mar-2024	295,009	88,293	56.33	4.3	3.34
Apr-2024	288,339	86,481	54.89	4.06	3.33
May-2024	305,471	88,835	55.57	4.0	3.44
Jun-2024	298,221	88,358	56.88	3.99	3.38
Jul-2024	272,244	82,971	55.97	4.05	3.28
Aug-2024	259,581	79,211	54.9	4.15	3.28
Sep-2024	247,419	74,975	54.5	4.03	3.3
Oct-2024	250,578	76,046	55.9	4.2	3.3
Nov-2024	249,110	74,521	56.07	4.12	3.34
Dec-2024	301,871	90,268	55.23	4.15	3.34

Quarterly Page Views

	Page Views	Unique Visitors
Quarter 1	867,757	259,280
Quarter 2	892,031	263,674
Quarter 3	779,244	237,157
Quarter 4	801,559	240,835
	3,340,591	1,000,946

Awareness Programme

In 2024, YSPI deepened its direct engagement with communities across Ireland through publications, awareness packs, mobile outreach, and public campaigns. These initiatives allowed us to meet people where they are, provide accessible mental health resources, and foster meaningful conversations about wellbeing and suicide prevention.

Let's Talk About Mental Health Magazine

During 2024, YSPI distributed almost **120,000 copies** of the *Let's Talk About Mental Health* magazine through secondary schools, Tesco and SuperValu outlets, shopping centres, and public events such as the Transition Year Shows. The magazine, written by Dr Hannah Farnsworth, continues to be one of our most widely used resources. It focuses on building positive mental health and provides clear, actionable advice for managing challenges such as bullying, anxiety, and depression.

The strong demand for the magazine demonstrates the appetite among young people, parents, and educators for practical mental health resources that are written in an approachable way. Teachers have told us that the magazine has helped them introduce sensitive topics in classrooms, while parents have used it as a tool for starting important conversations at home. Many schools and youth groups have requested additional copies, which confirms its value as a trusted educational resource and highlights the scale of need across the country.

Public Mental Health Packs

In response to growing requests from outside formal education, we expanded the **Public Mental Health Packs** programme to reach sports clubs, parents' groups, and community organisations. In 2024, more than **800 packs** were distributed nationwide. Each pack contains carefully chosen resources from the *Let's Talk* series alongside specialist publications that address specific issues.

The feedback has been extremely positive, with many organisations returning to request further copies once their initial packs were used. This level of engagement highlights how valuable these resources are for local groups that are often the first point of contact for individuals experiencing stress or distress. By equipping community leaders, coaches, and parents with high quality information, we are ensuring that practical support reaches people in the places where they feel most comfortable and supported. This initiative is also helping us reach audiences who may not otherwise engage with traditional health services, furthering our mission to promote positive mental health across diverse populations.

Mobile Awareness Programme

Our **Mobile Awareness Programme** continued to expand its impact in 2024, visiting **24 towns and villages** across Ireland. This initiative allows us to bring mental health awareness directly into communities, meeting people where they are and providing resources and conversations in familiar surroundings. By combining resource distribution with face-to-face engagement, we are able to create real connections, answer questions, and encourage people to seek further support when needed.

The Mobile Awareness Programme is particularly effective in rural and smaller communities where access to mental health services can be limited. The presence of our mobile team provides not only resources but also reassurance that support is available and accessible. Thanks to the ongoing support of Tesco and SuperValu, our publications were also made widely available in stores, which has greatly expanded our reach and allowed us to connect with individuals and families from many different backgrounds.

Awareness Campaigns

YSPI organised **19 public awareness events** in 2024, each one an opportunity to bring conversations about mental health into the public sphere. These events, supported by Tesco and SuperValu and delivered by our dedicated volunteers, created visible and approachable spaces where people could learn more about mental health and suicide prevention.

The impact of these events goes beyond the number of leaflets distributed. They represent a chance for people to speak with trained volunteers, to share their experiences, and to find out what support is available in their community. Many attendees have told us that simply being able to talk about mental health in a safe and open environment helped reduce feelings of isolation and stigma. The events also strengthened our ties with local communities, enabling us to build partnerships that will support future awareness work.

Objectives for 2025: Sustained Growth and Outreach Expansion

In 2025, Youth Suicide Prevention Ireland will focus on consolidating the substantial gains made during 2024 while pursuing a programme of sustained growth and expansion in outreach. Our strategic direction is centred on ensuring that the organisation's strengthened financial position is translated into measurable benefits for young people, schools, families, and communities across Ireland.

The principal priority will be the continued growth of the Let's Talk About Mental Health Programme, which has become our flagship initiative. Building on the strong uptake of the magazine and resource packs in 2024, we will extend the distribution to a target of 60,000 copies during the year. This expansion will be supported by new editions of our educational booklets, authored in collaboration with leading professionals, addressing contemporary issues such as online harm, social media pressure, and coping with uncertainty in a changing world. These publications will be distributed both in print and in digital formats, ensuring accessibility for all audiences.

The development of the Mental Health Awareness Course, piloted in 2024, will form a major project for 2025. This online, self-paced course will be formally launched in the second quarter of the year and promoted nationally to schools, colleges, and community groups. The course will be structured around four comprehensive modules and will conclude with a certified assessment, awarding participants a "Certificate in Mental Health Awareness". By embedding this course into school curricula and community programmes, YSPI aims to provide a lasting and scalable method of promoting mental health literacy among young people.

The Schools Programme will continue to receive significant investment. In 2025, all secondary schools in Ireland will again receive two rounds of Mental Health Packs. These will include updated editions of the Let's Talk magazine, as well as the full range of "Coping With" and "Understanding Addiction" series of booklets. Schools will also be offered access to expanded digital workshops, including live Zoom sessions delivered by facilitators and guest professionals. These resources will allow schools to integrate mental health awareness into teaching schedules with minimal disruption while maintaining the highest standards of content.

The Outreach Programme will remain a vital channel of engagement with wider communities. In 2025, we will target a 25% increase in outreach activities compared with 2024, expanding both the number of community groups reached and the geographical scope of events. This will include a renewed emphasis on parent groups, sports clubs, and youth organisations. Tailored Public Mental Health Packs will be distributed, ensuring that the information provided meets the specific needs of different audiences.

The crisis response services will be further developed, with investment in automation designed to achieve at least 92% handling of non-urgent contacts through digital systems. This will enable the crisis team to dedicate more time to urgent and high-risk situations, ensuring timely intervention where it is needed most. The Youth Crisis Counselling Service will continue to be funded, with an expanded allocation of resources to cover more emergency sessions.

A key element of our 2025 objectives will be the expansion of digital reach. Our video workshops will be made available on additional platforms and promoted more intensively through social media, ensuring that young people in remote or underserved areas are not disadvantaged. We will also invest in new short-form content designed for younger demographics, particularly those aged 13 to 18, to strengthen engagement with our core target audience.

Finally, YSPI will continue to strengthen its financial sustainability by maintaining prudent expenditure controls while seeking further growth in income. Building on the 53% increase in fundraising achieved in 2024, we will pursue expanded corporate sponsorships, enhanced digital fundraising, and new community-led events. With reserves standing at €289,112 at the close of 2024, the charity is entering 2025 with the strongest financial foundation in its history. The Trustees are committed to ensuring that this foundation supports not only the continuation but also the expansion of services to meet the rising demand for mental health awareness and suicide prevention across Ireland.

In conclusion, 2025 will be a year of sustained growth and outreach expansion, underpinned by a commitment to innovation, inclusivity, and financial stewardship. By investing in scalable digital resources, enhancing school and community programmes, and strengthening crisis services, Youth Suicide Prevention Ireland will continue to fulfil its mission of ensuring that every young person in Ireland has access to the tools, knowledge, and support they need.

Report on Fundraising Activities in 2024

Fundraising in 2024 represented a period of outstanding success and consolidation for Youth Suicide Prevention Ireland, with total revenue from fundraising and sponsorship reaching €553,366, an increase of 53% on the 2023 figure of €361,769.

This remarkable growth was the result of early planning, expanded promotional activity, and the continued commitment of our supporters. Our flagship events once again accounted for the majority of this income, but growth was also evident across digital fundraising, community-led initiatives, and general donations.

The continued popularity of Skydive For Life ensured that it remained our leading fundraising initiative. Building upon the strong recovery seen in 2023, registrations increased further during 2024, with a substantial rise in both participant numbers and the volume of donations secured through the event. Promotional campaigns commenced earlier in the year and were targeted more effectively, ensuring greater reach across both traditional and digital media. This resulted in a significant increase in the number of supporters fundraising on behalf of participants, broadening the donor base considerably. As in previous years, weather-related postponements created a carry-forward of participants with active vouchers into 2025, but overall, the event delivered record engagement and remains central to our fundraising portfolio.

Our Virtual Fundraising Programme also achieved notable success. The Virtual Ring of Kerry Challenge continued to attract participants nationwide, offering an accessible and inclusive way to contribute to the charity's mission. The Fast for Life event, held on World Suicide Prevention Day, once again engaged individuals and groups in symbolic solidarity while raising both awareness and funds. These virtual challenges not only generated vital income but also reinforced YSPI's commitment to providing fundraising opportunities that are both accessible and health-promoting.

The growth in non-charity fundraisers was a particularly encouraging development during 2024. Supporters organised tractor runs, online challenges, school initiatives, and social media-led campaigns, demonstrating the creativity and commitment of our community. These activities, while not directly managed by YSPI, contributed significantly to our income and demonstrated the strength of grassroots support for the organisation's mission. The diversity of these initiatives highlighted the growing sense of ownership and connection that supporters feel with YSPI's work.

General donations increased substantially during 2024, reflecting enhanced digital appeals and a stronger public profile. Donations through Stripe and PayPal grew markedly, accounting for a significant portion of the year's income. Stripe donations rose sharply in line with increased promotional activity, while PayPal donations also performed strongly, supported by the convenience of the platform. The PayPal Giving Fund continued to provide a valuable supplementary source of support, drawing on donations linked to external platforms.

The charity did not hold any street cash collections during 2024 and, consistent with recent years, did not apply for fundraising permits from An Garda Síochána or the District Court. Our strategy of focusing on structured events, digital channels, and supporter-led initiatives continues to prove both cost-effective and sustainable.

Looking ahead, the Trustees are confident that the fundraising strategies pursued in 2024 provide a robust foundation for future years. In 2025, YSPI aims to build on this year's growth by expanding the reach of Skydive For Life, developing new virtual fundraising opportunities, and further encouraging supporter-led grassroots initiatives. Efforts will also be directed towards strengthening corporate sponsorship, which grew modestly in 2024 but represents an area of significant future potential.

In summary, 2024 was an exceptional year for fundraising, delivering not only record income but also evidence of the deep and enduring commitment of our supporters. The increase of more than €191,000 in fundraising revenue compared with 2023 underscores both the resilience of YSPI's community and the effectiveness of our evolving fundraising model. These resources have enabled us to strengthen our programmes and expand our outreach, ensuring that every euro raised contributes directly to the advancement of youth mental health awareness and suicide prevention across Ireland.

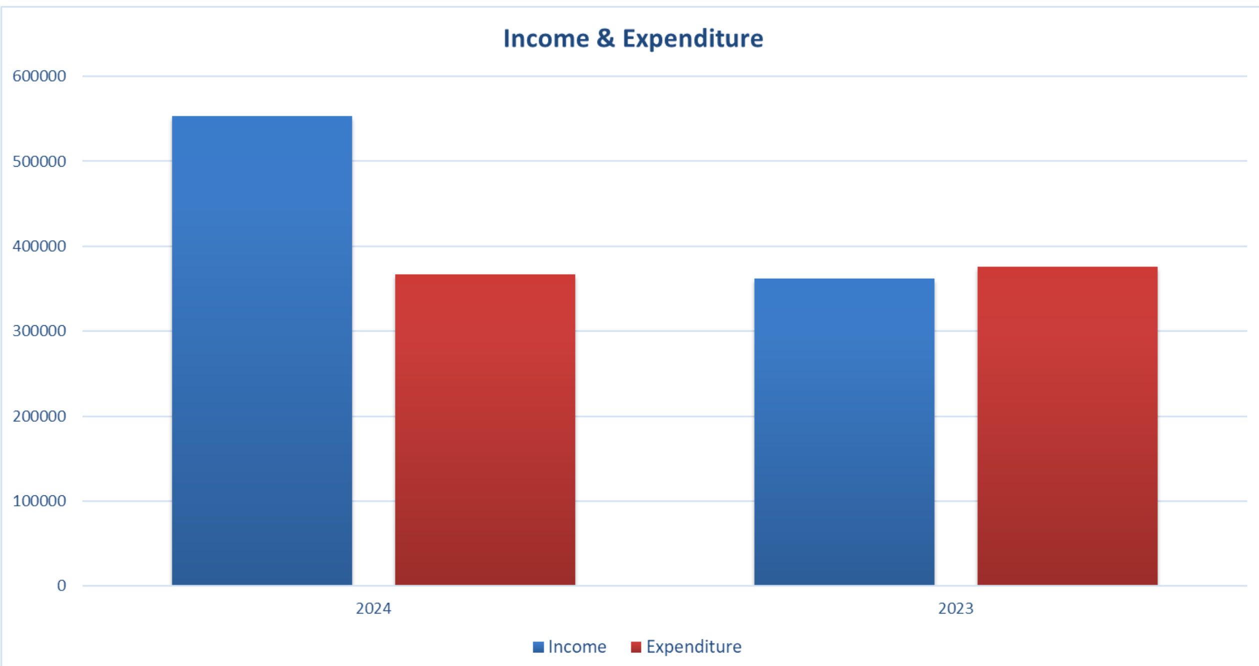
Financial Statements Overview for 2024

The financial statements for Youth Suicide Prevention Ireland cover the period from **1 January 2024 to 31 December 2024**, a full twelve-month reporting year. These accounts provide a comprehensive picture of the organisation's financial health, highlighting a year of exceptional income growth, effective cost management, and greatly strengthened reserves.

Financial Overview

In 2024, the charity recorded total income of €553,366, compared with €361,769 in 2023, representing a 53% increase year-on-year. This growth was driven by record fundraising results across both our flagship events and digital donation platforms. Total expenditure fell significantly to €367,280 from €375,699 in 2023, reflecting both improved efficiencies and disciplined cost control. The result was a net surplus of €186,086, compared with a deficit of €13,930 in 2023.

This dramatic turnaround placed the charity on its strongest financial footing to date. Cash at bank and in hand rose to €273,214 at the end of 2024, nearly three times the €93,567 held at the close of 2023. Net assets increased to €289,112, compared with €103,026 in 2023. These results reflect the effective stewardship of resources and provide the organisation with a solid foundation to expand its programmes in the years ahead.



Charity Income

Income for 2024 was entirely derived from charitable fundraising and sponsorship activities. The total of €553,366 represented a substantial increase of €191,597 compared with 2023. Growth was particularly notable in Stripe donations, which rose sharply, and in the Skydive For Life event, which attracted greater participation and support. PayPal donations also increased modestly, while the PayPal Giving Fund continued to provide additional income streams. The broad base of fundraising demonstrates the charity's resilience and adaptability in a competitive fundraising environment.

Cost of Fundraising

Fundraising expenditure was carefully managed during the year and totalled €64,785, a reduction from €77,479 in 2023. This equates to 11.7% of total income, a marked improvement on the 21.4% recorded in the prior year. The reduction reflects efficiencies in promotional spending and improved use of digital platforms, which allow for broader reach at lower cost. This outcome demonstrates the charity's ability to generate significant fundraising growth without a proportionate increase in expenditure, maximising the funds available for programme activities.

Charity Expenditure

Charitable expenditure for 2024 amounted to €249,872, compared with €232,982 in 2023, an increase of 7%. This reflects the charity's strategic commitment to reinvest resources directly into programme delivery.

The Let's Talk About Mental Health Programme accounted for the largest share of charitable expenditure at €123,917, up from €89,125 in 2023. This increase reflects the expanded publishing programme, greater distribution of educational materials, and new online learning resources. The Schools Programme recorded expenditure of €84,757, a reduction from €100,828 in 2023, reflecting the efficiency gains achieved through digital delivery and streamlined distribution processes.

The Outreach Programme grew to €32,923, compared with €27,734 in 2023, reflecting broader community engagement and increased demand for tailored Public Mental Health Packs. The Awareness Programme was delivered at a reduced cost of €1,195, down from €4,863 in 2023, following a strategic decision to consolidate activity within the broader Let's Talk initiative. Expenditure on the Training Centre fell to €5,380 from €8,377 in 2023, reflecting the migration of training activities to online delivery.

A new allocation of €1,700 was dedicated to the Youth Crisis Counselling Service, reflecting the importance of providing immediate access to emergency counselling sessions. This service was expanded during the year and is expected to continue as a vital part of the charity's crisis response strategy.

Administrative Expenditure

Administrative costs declined significantly in 2024, amounting to €52,623, compared with €65,238 in 2023. The reduction reflects strong cost discipline, targeted renegotiation of supplier contracts, and greater reliance on digital platforms.

Within administrative expenditure, notable changes included a reduction in depreciation charges to €3,121 (2023: €8,986), a decrease in training costs to €142 (2023: €2,110), and a reduction in general expenses to €19 (2023: €4,097). Stripe fees increased to €10,885 from €5,979 in 2023, reflecting higher donation volumes, but this was offset by reductions in licence fees (€8,000 versus €9,000) and insurance costs (€3,096 versus €3,960). Overall, the charity achieved a leaner cost structure while maintaining high standards of governance and compliance.

Operating Surplus and Reserves

The surplus of €186,086 recorded in 2024 represents a decisive reversal of the €13,930 deficit incurred in 2023. Reserves at year-end stood at €289,112, compared with €103,026 at the end of 2023. This strong reserves position ensures that YSPI is equipped to sustain its services, manage risks, and invest in future programme expansion. The Trustees reaffirm their policy of maintaining reserves equivalent to at least 10% of annual income, a target which was comfortably exceeded in 2024.

Auditor’s Report

Our independent auditors, Raheny Accounts Limited, have confirmed that the 2024 financial statements present a true and fair view of the charity’s assets, liabilities, and financial position. Prepared in accordance with FRS 102 and Charities SORP, the statements confirm compliance with best practice in transparency and governance. The auditors identified no material uncertainties that might affect the charity’s ability to continue as a going concern.

Analysis of the Financial Statements

The 2024 financial statements for Youth Suicide Prevention Ireland highlight the organisation's strongest financial performance to date. Income increased by more than 53% compared with 2023, while overall expenditure was reduced. The resulting surplus of €186,086 represents a decisive turnaround from the €13,930 deficit recorded in 2023.

The growth in income was achieved without a corresponding increase in fundraising or administrative costs, both of which fell year-on-year. This reflects the success of the charity's strategy of focusing on scalable, digital-first fundraising and programme delivery. Reserves rose from €103,026 at the end of 2023 to €289,112 at the end of 2024, providing a robust foundation for future growth.

Analysis of Charitable Income

Charitable income for 2024 totalled €553,366, up from €361,769 in 2023. This sharp increase reflects both stronger flagship fundraising events and significant growth in digital donations.

Stripe Donations formed the largest income stream once again, growing substantially in 2024. The higher volume of donations processed through this platform is evident in the increase in associated fees, which rose to €10,885 from €5,979 in 2023. Stripe's convenience and security continue to make it the preferred method for many individual and corporate donors.

PayPal Donations also rose modestly to €51,949 compared with €48,824 in 2023, while the PayPal Giving Fund contributed €9,927. These platforms provide important diversification in digital fundraising and enable supporters to give through familiar and accessible channels.

Event Fundraising, particularly the Skydive For Life, delivered exceptional results during 2024, with revenue rising significantly compared with 2023. This success reflects earlier promotional campaigns and higher levels of supporter engagement. The Virtual Ring of Kerry Challenge and the Fast for Life event also contributed strongly, broadening participation across the country.

General Donations increased compared with the previous year, reflecting renewed public confidence and the effectiveness of targeted digital appeals. Support from individuals, families, and corporate sponsors grew steadily, demonstrating a widening base of support for the charity's mission.

Corporate Sponsorship also grew, supported by long-standing partnerships and new relationships with businesses seeking to demonstrate social responsibility. The continuing development of this income stream remains a strategic priority for the Trustees.

Overall, the income profile for 2024 demonstrates both diversity and resilience. By strengthening traditional event-based fundraising while expanding digital giving, YSPI has reduced its reliance on any single income source and established a strong platform for future sustainability.

Analysis of Charitable Expenditure

Charitable expenditure in 2024 amounted to €249,872, compared with €232,982 in 2023. This increase of 7% reflects greater investment in programme delivery, particularly within the Let's Talk initiative, while maintaining careful cost control across other areas.

The Let's Talk About Mental Health Programme saw the largest increase in expenditure, rising to €123,917 from €89,125 in 2023. This growth reflects the expansion of printed publications, the introduction of new digital resources, and the launch of the pilot Mental Health Awareness Course.

These investments were necessary to meet rising demand and to ensure that YSPI remained at the forefront of youth mental health education.

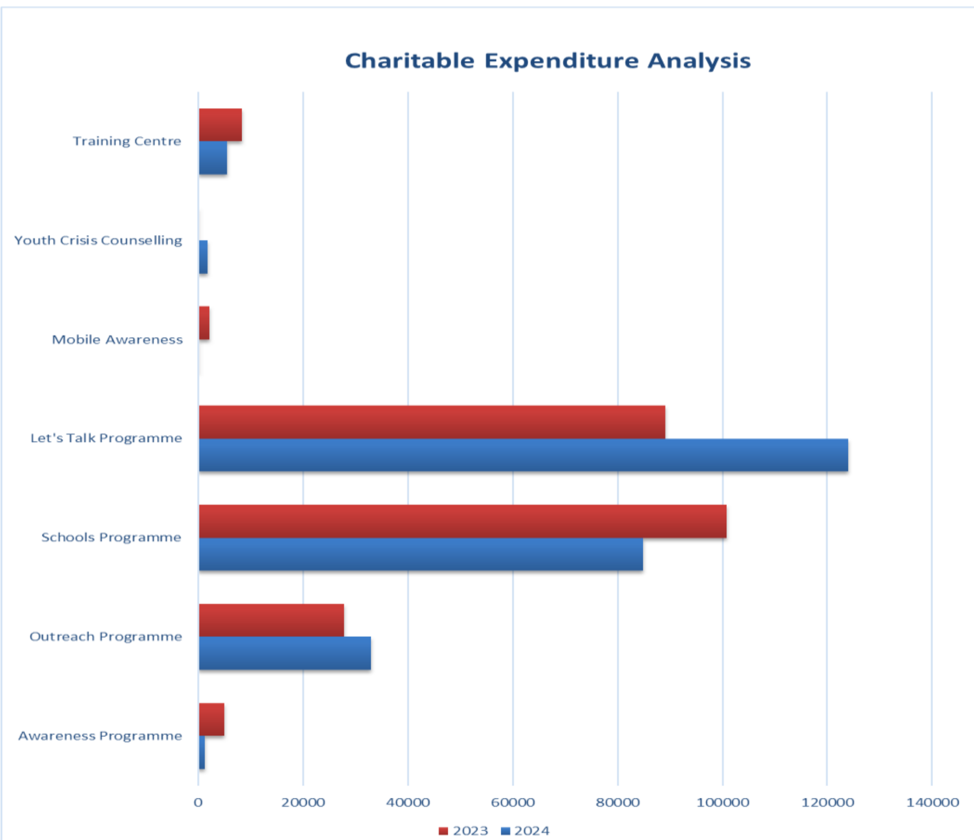
The Schools Programme recorded expenditure of €84,757, a reduction from €100,828 in 2023. This decrease reflects efficiency gains achieved through digital distribution of resources and reduced logistical costs associated with workshop delivery. Despite this reduction in expenditure, the reach of the programme expanded, demonstrating the benefits of the charity's shift towards scalable, online formats.

The Outreach Programme grew in cost to €32,923, compared with €27,734 in 2023, reflecting both increased demand from community groups and broader geographical coverage. The higher expenditure was matched by increased impact, with more parents, coaches, and youth leaders accessing tailored resources.

The Awareness Programme was delivered at a reduced cost of €1,195, compared with €4,863 in 2023, reflecting the decision to integrate its activities into the broader Let's Talk initiative. Similarly, the Training Centre recorded reduced expenditure of €5,380, down from €8,377, following the migration of training sessions to online delivery.

Finally, a new allocation of €1,700 supported the Youth Crisis Counselling Service, which provided emergency counselling sessions for young people in immediate need. This marked an important extension of YSPI's crisis support activities and reflects a commitment to bridging the gap for those awaiting access to long-term services.

In summary, charitable expenditure in 2024 demonstrates YSPI's ability to expand impact while controlling costs. The charity invested more in core programmes, particularly Let's Talk and Outreach, while delivering savings in areas where efficiencies could be achieved without reducing service quality.



Analysis of Administrative Expenditure

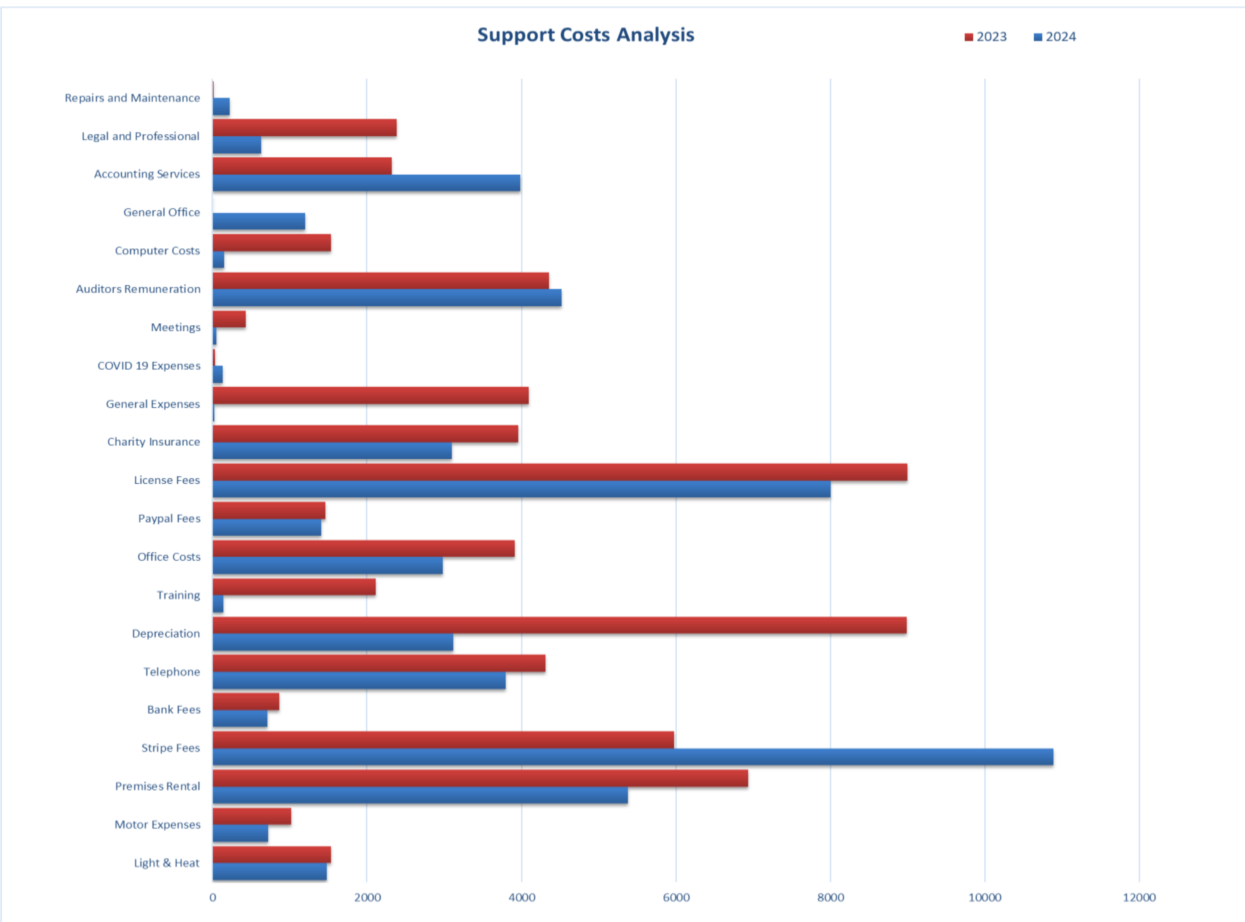
Administrative expenditure declined significantly in 2024, falling to €52,623 from €65,238 in 2023. This reduction reflects the charity's ongoing commitment to cost control and efficiency, ensuring that the maximum proportion of income is directed to charitable purposes.

Several categories of expenditure were notably lower in 2024. Depreciation fell to €3,121 compared with €8,986 in 2023, reflecting a more modest investment in new fixed assets and the natural reduction in depreciation charges over time. Training costs were reduced to €142 from €2,110, reflecting the adoption of in-house digital resources. General expenses fell sharply to €19 compared with €4,097 in 2023, following tighter cost controls and stricter approval procedures.

Other categories remained broadly stable, including insurance (€3,096 compared with €3,960 in 2023), telephone costs (€3,796 versus €4,308), and office costs (€2,980 versus €3,912). Premises rental decreased to €5,379 from €6,936, while legal and professional fees were reduced to €627 from €2,382.

The principal area of increase was Stripe fees, which rose to €10,885 from €5,979 in 2023. This increase is directly attributable to the substantial growth in income processed through the platform and is therefore a positive indicator of success rather than an inefficiency. Auditor's remuneration also rose modestly to €4,523 from €4,358, consistent with the higher scale of activity.

Taken together, these figures demonstrate that administrative costs are both controlled and proportionate. At just 9.5% of total income, administrative overheads remain at a sustainable level and compare favourably with sector norms.



Analysis of the Balance Sheet

The Balance Sheet of Youth Suicide Prevention Ireland as at 31 December 2024 provides a clear picture of the organisation's strengthened financial position. It demonstrates a significant increase in total assets, a robust reserves base, and continued prudent management of liabilities.

Assets

Fixed Assets

At the end of 2024, fixed assets were valued at €15,195, compared with €9,789 in 2023. This increase reflects investment in new fixtures, fittings, and equipment during the year, totalling €8,527. Depreciation charges for 2024 were €3,121, lower than the €8,986 charged in 2023, reflecting a reduced depreciation base and the disposal of older assets in the prior year. The year-end net book value of fixed assets therefore represents both a refreshed asset base and prudent depreciation policies.

Current Assets

Current assets rose sharply in 2024, totalling €280,101 compared with €98,330 in 2023. This was driven primarily by a near threefold increase in cash balances, which stood at €273,214 at year-end compared with €93,567 the previous year. This strong cash position reflects the significant surplus generated in 2024 and places the charity in a much stronger liquidity position.

Debtors increased modestly to €6,887, up from €4,763 in 2023. This balance represents amounts owed to the charity at year-end, primarily from related entities. The increase is modest and within expected norms, with no concerns arising regarding recoverability.

Liabilities

Creditors: Amounts falling due within one year

Current liabilities stood at €21,787 at 31 December 2024, compared with €5,093 in 2023. The increase reflects higher accruals and deferred income, which rose to €20,203 from €4,370 the previous year. Bank overdrafts, representing bank credit, were also modestly higher at €1,584 compared with €723 in 2023. These obligations remain relatively small in proportion to the charity's current assets and present no threat to liquidity.

The ratio of current assets to current liabilities demonstrates a strong position, with current assets exceeding liabilities by more than twelvefold, compared with less than twentyfold in 2023. This indicates that YSPI is comfortably able to meet its short-term financial obligations.

Net Assets

After accounting for liabilities, net current assets amounted to €258,314, compared with €93,237 in 2023. Total assets less current liabilities stood at €273,509 at the end of 2024, a near threefold increase on the 2023 position of €103,026. This represents the charity's most secure financial position since its inception.

Total Funds and Reserves

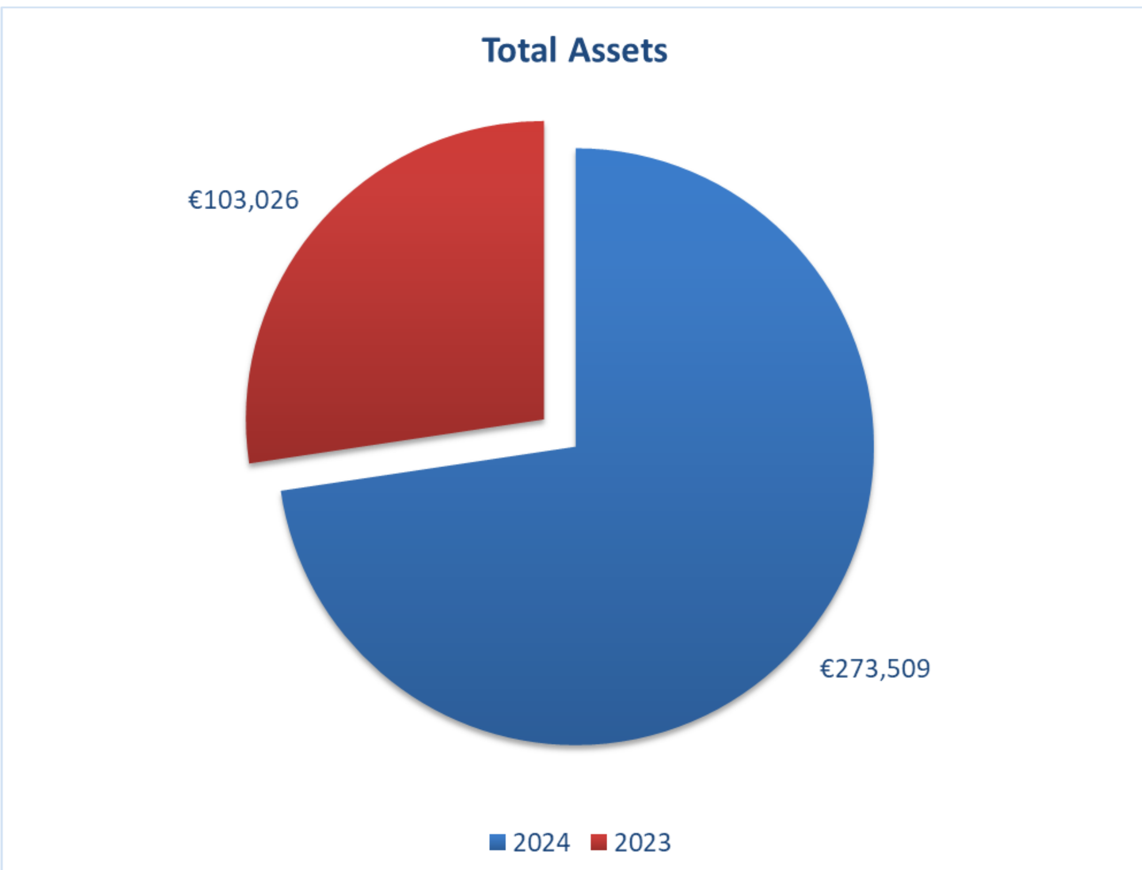
Total funds at year-end were €289,112, compared with €103,026 in 2023. This substantial increase of €186,086 reflects the surplus generated in 2024, alongside prudent management of expenditure.

The Trustees continue to pursue a reserves policy that ensures the charity holds sufficient funds to cover at least 10% of annual income, to provide security against unexpected events and ensure continuity of service. With reserves of €289,112 representing more than 50% of annual income, YSPI is in an exceptionally strong position to manage risk while also investing in future programme development.

Conclusion

The Balance Sheet for 2024 highlights the significant progress made by Youth Suicide Prevention Ireland in strengthening its financial base. The increase in fixed assets demonstrates continued investment in the infrastructure necessary to support programme delivery. The dramatic growth in cash reserves ensures that the organisation can sustain its services, manage risks, and plan confidently for the future. While liabilities increased during the year, they remain modest and are comfortably outweighed by available assets.

In summary, the Balance Sheet evidences a robust and resilient organisation, well positioned to meet the challenges of the future while continuing to deliver on its mission of supporting youth mental health and suicide prevention across Ireland.



Summary of Financial Statements

The financial results for 2024 reflect a year of record growth and strengthened financial resilience for Youth Suicide Prevention Ireland. Total income for the year amounted to €553,366, an increase of more than €191,000 compared with €361,769 in 2023. Expenditure was carefully managed at €367,280, down from €375,699 in the prior year. The combination of higher income and controlled costs resulted in a net surplus of €186,086, a decisive reversal from the €13,930 deficit recorded in 2023.

At year-end, the charity held net assets of €289,112, compared with €103,026 in 2023. Cash at bank and in hand increased to €273,214, up from €93,567, reflecting both the year's strong fundraising and the improved management of operating costs. Reserves were therefore significantly strengthened, providing a secure financial platform for the charity's work in 2025 and beyond.

Charitable expenditure increased modestly to €249,872, compared with €232,982 in 2023, ensuring continued investment in key programmes. The largest increases were recorded in the Let's Talk About Mental Health Programme, which expanded considerably in both reach and scope, and in Outreach activities, which responded to growing demand from communities. Administrative expenditure was reduced to €52,623 from €65,238 in 2023, demonstrating a continued commitment to efficiency. Fundraising costs also fell to €64,785 from €77,479 in the prior year, despite the increase in total income.

Overall, the 2024 financial results demonstrate both operational and financial strength. The charity has successfully expanded its income base, invested strategically in programme delivery, and built a reserves position that secures its future sustainability. With this strong foundation, Youth Suicide Prevention Ireland is now better positioned than ever to expand its reach, broaden its impact, and continue providing vital mental health and suicide prevention services across Ireland.

The Trustees confirm that the financial statements for 2024 have been prepared in accordance with the Charities SORP (FRS 102) and the Charities Act 2009, ensuring full compliance with the highest standards of governance and transparency. The independent auditors have provided an unqualified opinion, affirming that the accounts present a true and fair view of the charity's financial position.

Statement of Trustees' Responsibilities

for the financial year ended 31 December 2024

The trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with the Charities Act, 2009 and applicable regulations.

The law applicable to charities in the Republic of Ireland requires the trustees to prepare financial statements for each financial year which give a true and fair view of the assets, liabilities and financial position of the charity as at the financial year end date and of the surplus or deficit of the charity and otherwise comply with the Charities Act, 2009.

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

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Statement of Recommended Practice: Accounting and Reporting by Charities;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees confirm that they have complied with the above requirements in preparing the financial statements.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the Board of Trustees on 23rd September 2025 and signed on its behalf by:

Yvonne Higgins

Yvonne Higgins
Secretary

Nelius Enright

Nelius Enright
Chairperson

Independent Auditor's Report

to the Members of Youth Suicide Prevention Ireland

Report on the audit of the financial statements

Opinion

We have audited the charity financial statements of Youth Suicide Prevention Ireland ('the Charity') for the financial year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet and the notes to the financial statements, including the summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Charity as at 31 December 2024 and of its surplus for the financial year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been properly prepared in accordance with the requirements of the Charities Act, 2009.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described below in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and the Provisions Available for Audits of Small Entities, in the circumstances set out in note 3 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the 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.

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 course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters

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

- the information given in the Trustees' Report is consistent with the financial statements;
- the Trustees' Report has been prepared in accordance with the Charities Act, 2009.

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.

In our opinion 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 books of account.

Respective responsibilities

Responsibilities of trustees for the financial statements

As explained more fully in the Statement of Trustees' Responsibilities set out on page 6, the trustees are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the 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 they either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the charity's members, as a body. 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.

RAHENY ACCOUNTS LIMITED TA IRISH ACCOUNTS
Chartered Certified Accountants and Statutory Auditors
6 Abbey Business Park
Baldoyle Industrial Estate
Dublin 13
D13 N738

STATEMENT OF FINANCIAL ACTIVITIES

for the financial year ended 31 December 2024

	Notes	**Unrestricted Funds 2024 €**	**Total Funds 2024 €**	Unrestricted Funds 2023 €	Total Funds 2023 €
Income					
Income from Fundraising					
Fundraising and Sponsorship	**4.1**	**553,366**	**553,366**	361,769	361,769
Expenditure					
Raising funds	**5.1**	**64,785**	**64,785**	77,479	77,479
Charitable Expenditure	**5.2**	**249,872**	**249,872**	232,982	232,982
Administrative Expenditure	**5.3**	**52,623**	**52,623**	65,238	65,238
Total Expenditure		**367,280**	**367,280**	375,699	375,699
Net income/(expenditure)		**186,086**	**186,086**	(13,930)	(13,930)
Transfers between funds		**-**	**-**	-	-
Other recognised gains/(losses):					
Surplus/(deficit) for the financial year		**186,086**	**186,086**	(13,930)	(13,930)
Prior financial year adjustment		**-**	**-**	7,942	7,942
Net movement in funds for the financial year		**186,086**	**186,086**	(5,988)	(5,988)
Reconciliation of funds:					
Total funds beginning of the year	**12**	**103,026**	**103,026**	109,014	109,014
Total funds at the end of the year		**289,112**	**289,112**	103,026	103,026

The Statement of Financial Activities includes all gains and losses recognised in the financial year.
All income and expenditure relate to continuing activities.

Approved by the Board of Trustees on 23rd September 2025 and signed on its behalf by:

Yvonne Higgins

Yvonne Higgins
Trustee

Nelius Enright

Nelius Enright
Chairperson

BALANCE SHEET

As at 31 December 2024

	Notes	2024 €	2023 €
Fixed Assets			
Tangible assets	**8**	**15,195**	9,789
Current Assets			
Debtors	**9**	**6,887**	4,763
Cash at bank and in hand		**273,214**	93,567
		280,101	98,330
Creditors: Amounts falling due within one year	**10**	**(21,787)**	(5,093)
Net Current Assets		**258,314**	93,237
Total Assets less Current Liabilities		**273,509**	103,026
Funds			
General fund (unrestricted)		**273,509**	103,026
Total funds	**12**	**273,509**	103,026

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

Approved by the Board of Trustees on 23rd September 2025 and signed on its behalf by:

Yvonne Higgins

Yvonne Higgins
Trustee

Nelius Enright

Nelius Enright
Chairperson

NOTES TO THE FINANCIAL STATEMENTS

for the financial year ended 31 December 2024

1. GENERAL INFORMATION

Youth Suicide Prevention Ireland is a charity incorporated in Ireland. The registered office of the charity is which is also the principal place of business of the charity. The financial statements have been presented in Euro (€) which is also the functional currency of the charity.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's financial statements.

Basis of preparation

The financial statements have been prepared on the going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland FRS 102".

the Charity has applied the Charities SORP on a voluntary basis as its application is not a requirement of the current regulations for charities registered in the Republic of Ireland.

Statement of compliance

The financial statements of the charity for the financial year ended 31 December 2017 have been prepared on the going concern basis and in accordance with the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland FRS 102", applying Section 1A of that Standard.

Fund accounting

The following are the categories of funds maintained:

Restricted funds

Restricted funds represent income received which can only be used for particular purposes, as specified by the donors. Such purposes are within the overall objectives of the charity.

Unrestricted funds

Unrestricted funds consist of General and Designated funds.

- General funds represent amounts which are expendable at the discretion of the board, in furtherance of the objectives of the charity.
- Designated funds comprise unrestricted funds that the board has, at its discretion, set aside for particular purposes. These designations have an administrative purpose only, and do not legally restrict the board's discretion to apply the fund.

Income

Income is recognised by inclusion in the Statement of Financial Activities only when the charity is legally entitled to the income, performance conditions attached to the item(s) of income have been met, the amounts involved can be measured with sufficient reliability and it is probable that the income will be received by the charity.

Income from charitable activities

Income from charitable activities include income earned from the supply of services under contractual arrangements and from performance related grants which have conditions that specify the provision of particular services to be provided by the charity. Income from government and other co-funders is recognised when the charity is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreements. Where a grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors.

Grants from governments and other co-funders typically include one of the following types of conditions:

- Performance based conditions: whereby the charity is contractually entitled to funding only to the extent that the core objectives of the grant agreement are achieved. Where the charity is meeting the core objectives of a grant agreement, it recognises the related expenditure, to the extent that it is reimbursable by the donor, as income.

-Time based conditions: whereby the charity is contractually entitled to funding on the condition that it is utilised in a particular period. In these cases the charity recognises the income to the extent it is utilised within the period specified in the agreement.

In the absence of such conditions, assuming that receipt is probable and the amount can be reliably measured, grant income is recognised once the charity is notified of entitlement.

Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable, whichever is earlier.

Expenditure

Expenditure is analysed between costs of charitable activities and raising funds. The costs of each activity are separately accumulated and disclosed, and analysed according to their major components. Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured. Support costs are those functions that assist the work of the charity but cannot be attributed to one activity. Such costs are allocated to activities in proportion to staff time spent or other suitable measure for each activity.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or at valuation, 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:

Fixtures, fittings and equipment	-	20% Straight line
Motor vehicles	-	20% Straight line

Debtors

Debtors are recognised at the settlement amount due after any discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Income recognised by the charity from government agencies and other co-funders, but not yet received at financial year end, is included in debtors.

Cash at bank and in hand

Cash at bank and in hand comprises cash on deposit at banks requiring less than three months notice of withdrawal.

Taxation and deferred taxation

No current or deferred taxation arises as the charity has been granted charitable exemption. Irrecoverable valued added tax is expensed as incurred.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the charity's taxable profits and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

3. PROVISIONS AVAILABLE FOR AUDITS OF SMALL ENTITIES

In common with many other charity of our size and nature, we use our auditors to assist with the preparation of the financial statements.

4. INCOME

4.1 CHARITABLE FUNDRAISING

	Unrestricted Funds	Restricted Funds	2024	2023
	€	€	€	€
Fundraising and Sponsorship:				
Income from charitable fundraising	**553,366**	**-**	**553,366**	361,769

5. EXPENDITURE

5.1 RAISING FUNDS

	Direct Costs	Other Costs	Support Costs	2024	2023
	€	€	€	€	€
Cost of Raising funds	**64,785**	**-**	**-**	**64,785**	77,479

5.2 CHARITABLE EXPENDITURE

		Direct Costs	Other Costs	Support Costs	2024	2023
		€	€	€	€	€
Charitable Expenditure	5.5	**249,872**	**-**	**-**	**249,872**	232,982

5.3 ADMINISTRATIVE EXPENDITURE

		Direct Costs	Other Costs	Support Costs	2024	2023
		€	€	€	€	€
Administrative expenditure	5.4	**-**	**-**	**52,623**	**52,623**	65,238

5.4 SUPPORT COSTS

	Admin Expenditure	2024	2023
	€	€	€
Light & Heat	**1,481**	**1,481**	1,537
Motor Expenses	**722**	**722**	1,016
Premises Rental	**5,379**	**5,379**	6,936
Stripe Fees	**10,885**	**10,885**	5,979
Bank Fees	**714**	**714**	867
Telephone	**3,796**	**3,796**	4,308
Depreciation	**3,121**	**3,121**	8,986
Training	**142**	**142**	2,110
Office Costs	**2,980**	**2,980**	3,912
Paypal Fees	**1,406**	**1,406**	1,461
License Fees	**8,000**	**8,000**	9,000
Charity Insurance	**3,096**	**3,096**	3,960
General Expenses	**19**	**19**	4,097
COVID 19 Expenses	**133**	**133**	30
Meetings	**49**	**49**	432

Auditors Remuneration	**4,523**	**4,523**	4,358
Computer Costs	**148**	**148**	1,534
General Office	**1,199**	**1,199**	-
Accounting Services	**3,984**	**3,984**	2,321
Legal and Professional	**627**	**627**	2,382
Repairs and Maintenance	**219**	**219**	12
	52,623	**52,623**	65,238

5.5 *ANALYSIS OF CHARITABLE EXPENDITURE*

	2024	2023
	€	€
	1,195	4,863
Awareness Programme	**32,923**	27,734
Outreach Programme	**84,757**	100,828
Schools Programme	**123,917**	89,125
Let's Talk Programme	**-**	2,055
Mobile Awareness	**1,700**	-
Youth Crisis Counselling	**5,380**	8,377
Training Centre		
	249,872	232,982

6. ANALYSIS OF SUPPORT COSTS

	2024	2023
	€	€
Light & Heat	**1,481**	1,537
Motor Expenses	**722**	1,016
Premises Rental	**5,379**	6,936
Stripe Fees	**10,885**	5,979
Bank Fees	**714**	867
Telephone	**3,796**	4,308
Depreciation	**3,121**	8,986
Training	**142**	2,110
Office Costs	**2,980**	3,912
Paypal Fees	**1,406**	1,461
License Fees	**8,000**	9,000
Charity Insurance	**3,096**	3,960
General Expenses	**19**	4,097
COVID 19 Expenses	**133**	30
Meetings	**49**	432
Auditors Remuneration	**4,523**	4,358
Computer Costs	**148**	1,534
General Office	**1,199**	-
Accounting Services	**3,984**	2,321
Legal and Professional	**627**	2,382
Repairs and Maintenance	**219**	12
	52,623	65,238

7. NET INCOME

	2024	2023
	€	€
Net Income is stated after charging/(crediting):		
Depreciation of tangible assets	**3,121**	4,797
(Surplus)/deficit on disposal of tangible fixed assets	**-**	4,189
Auditor's remuneration:		
- audit services	**4,523**	4,358

8. TANGIBLE FIXED ASSETS

	Fixtures, fittings and equipment €	Total €
Cost		
At 1 January 2024	13,522	13,522
Additions	8,527	8,527
At 31 December 2024	22,049	22,049
Depreciation		
At 1 January 2024	3,733	3,733
Charge for the financial year	3,121	3,121
At 31 December 2024	6,854	6,854
Net book value		
At 31 December 2024	**15,195**	**15,195**
At 31 December 2023	9,789	9,789

9. DEBTORS

	2024 €	2023 €
Amounts owed by related parties	**6,887**	4,763

10. CREDITORS

Amounts falling due within one year	**2024** €	2023 €
Bank overdrafts	**1,584**	723
Accruals and deferred income	**20,203**	4,370
	21,787	5,093

11. RESERVES

	2024 €	2023 €
At the beginning of the year as previously stated	**103,026**	109,014
Prior financial year adjustment	**-**	7,942
At the beginning of the year	**103,026**	116,956
Surplus/(Deficit) for the financial year	**170,483**	(13,930)
At the end of the year	**273,509**	103,026

12. FUNDS

12.1 RECONCILIATION OF MOVEMENT IN FUNDS

	Unrestricted Funds €	Total Funds €
At 1 January 2023	109,014	109,014
Movement during the financial year	(5,988)	(5,988)
At 31 December 2023	103,026	103,026
Movement during the financial year	170,483	186,086
At 31 December 2024	**273,509**	**289,112**

12.2 ANALYSIS OF MOVEMENTS ON FUNDS

	Balance 1 January 2024 €	Income €	Expenditure €	Transfers between funds €	Balance 31 December 2024 €
Unrestricted funds					
Unrestricted General	103,026	233,330	62,847	-	273,509
Total funds	**103,026**	**233,330**	**62,847**	**-**	**273,509**

12.3 ANALYSIS OF NET ASSETS BY FUND

	Fixed assets - charity use €	Current assets €	Current liabilities €	Total €
Unrestricted general funds	15,195	278,517	(20,203)	273,509
	15,195	**278,517**	**(20,203)**	**273,509**

13. RELATED PARTY TRANSACTIONS

During the year the company, Youth Suicide Prevention Ireland Publications Limited provided outreach services on behalf of the charity to the value of €85,200 (2023: €106,759 (14 months)). Youth Suicide Ireland Prevention Limited is a company that is 100% controlled by the trustees of Youth Suicide Prevention Ireland. The balance owed by Youth Suicide Ireland Prevention Limited to the charity at 31 December 2024 was €6,887 (2023 : €4,763)

During the year the charity was charged license fee of €8,000 (2023 : €9,000 (14 months)) for use of various school programmes by key management.

14. POST-BALANCE SHEET EVENTS

There have been no significant events affecting the Charity since the financial year-end.

15. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved and authorised for issue by the Board of Trustees on 23rd September 2025.

Trustees' Report and Governance Statement

The trustees present their Trustees' Report and the audited financial statements for the financial year ended 31 December 2024.

The financial statements are prepared in accordance with the Charities Act, 2009, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees' Report contains the information required to be provided in the Trustees' Annual Report under the Statement of Recommended Practice (SORP) guidelines. The trustees of the charity are also charity trustees for the purpose of charity law and under the charity's constitution are known as members of the board of trustees.

In this report the trustees of Youth Suicide Prevention Ireland present a summary of its purpose, governance, activities, achievements and finances for the financial year 2024.

The charity is a registered charity and although not obliged to comply with the Statement of Recommended Practice applicable in the UK and Republic of Ireland FRS 102, the organisation has implemented its recommendations where relevant in these financial statements.

Principal Activity

Youth Suicide Prevention Ireland is an Irish Registered Charity, registered with the Charities Regulator under Registered Charity Number 20070670. The charity is a private charitable trust with four Trustees. The charity provides youth mental health and suicide prevention resources and supports to schools, colleges, teachers, students, parents and the wider community.

Mission, Objectives and Strategy

Objectives

Our mission is focused on providing mental health awareness and suicide prevention programmes to schools and colleges where our facilitators work directly with students to promote awareness, provide skills and advice, and support teachers and staff as needed.

We also provide a wide range of online resources including online training and youth self-harm and suicide publications; and we provide and operate a FreeText service where people in need of crisis information can text our information service free of charge. We provide crisis funding for immediate access to crisis counselling for at-risk teenagers.

Our Facilitators and volunteers also arrange and provide outreach events and awareness campaigns around the country for parents, community organisations and voluntary groups. We also provide services to youth organisations, youth diversion projects, clubs and sports organisations upon request.

Financial Review

The results for the financial year are set out on page 9 and additional notes are provided showing income and expenditure in greater detail.

Income

The principal source of funding for the charity is the generosity of the general public with donations as well as some corporate sponsorship.

Reserves Position and Policy

The charity needs reserves to:

- Ensure the charity can continue to provide a stable service to those who need them.
- Meet contractual obligations as they fall due.
- Meet unexpected costs.
- Provide working capital when funding is paid in arrears.
- Meet the costs of winding up in the event that was necessary.

Based on this, the trustees are satisfied that it holds sufficient reserves to allow the charity to trade successfully.

Principal Risks and Uncertainties

The trustees recognise that the prevailing economic and geopolitical environment presents significant challenges for the charity in 2025 and beyond. The continuing cost-of-living crisis in Ireland, combined with global political instability, has the potential to affect both the level of public giving and the willingness of corporate partners to commit to sponsorship. Rising inflation and interest rates increase the financial pressure on households, which may in turn reduce the capacity of individuals to donate. In addition, economic uncertainty within international markets can influence the availability of corporate support, particularly from businesses seeking to reduce discretionary expenditure.

Although the ultimate effects of these external pressures cannot be fully determined at the time of approving the financial statements, the trustees consider them to be the most significant uncertainties currently facing the charity. The main risks identified include:

- a reduction in the volume of general donations due to household financial pressures;
- a possible slowdown in fundraising activity as disposable incomes are squeezed;
- a decline in corporate sponsorship or reduced availability of match-funding arrangements;
- volatility in international markets that may reduce the scale of philanthropic contributions.

Despite these challenges, the trustees are not expecting to make any significant changes in the nature of the charity's activities in the near future. The organisation remains committed to its core mission of promoting youth mental health and suicide prevention. At the time of approving the financial statements, the trustees are confident that the charity's strengthened reserves, improved cost efficiency, and diversified income streams place it in a strong position to withstand these uncertainties. In planning its future activities, the trustees will continue to monitor external developments closely, adapt fundraising strategies as required, and ensure that the charity's resources are deployed in the most effective way to sustain its work.

Reference and Administrative Details

The organisation is a charitable trust with a business address at 83A New Street, Killarney, Co Kerry. The charity has been granted charitable tax status under Sections 207 and 208 of the Taxes

Consolidation Act 1997 under reference CHY18438 and is registered with the Charities Regulatory Authority under registration number 20070670. The charity has a total of 5 trustees.

In accordance with the Constitution, the trustees retire by rotation and, being eligible, offer themselves for re-election.

Compliance with Sector-Wide Legislation and Standards

The charity engages pro-actively with legislation, standards and codes which are developed for the sector. Youth Suicide Prevention Ireland subscribes to and is compliant with the following:

- The Charities SORP (FRS 102)

Approved by the Board of Trustees on 23rd September 2025 and signed on its behalf by:

Yvonne Higgins

Yvonne Higgins
Trustee

Nelius Enright

Nelius Enright
Chairperson