



# GROW ANNUAL REPORT 2021

## OUR VISION

Is to ensure that Growth, Recovery, Optimism and Wellbeing is possible for everyone.

## OUR MISSION

To create new hope, sense of identity, meaning and valued connections by empowering people to nurture their own positive mental health and wellbeing, by supporting personal growth and establishing a path to recovery with education, self-teaching and peer support.

## WE DO THIS BY:

- Providing and maintaining support groups within communities
- Educating the public and health professionals in mental health and recovery principles
- Working in collaboration with other organisations, agencies and experts to achieve our vision
- Influencing public policy and raising awareness of the challenges of those struggling with mental health issues

## OUR VALUES

- INCLUSION (open to all over 18)
- HOPE (believing recovery is possible)
- INTERGRITY (honest, open, respectful, truthful communication, always striving to act with good character)
- CONNECTION (your place within your community, developing healthy friendships and connecting on a spiritual level with the world around us)
- SUPPORT (program wisdom shared through peer support, breaking isolation and empowering leadership)
- CHANGE (personal growth, self acceptance and reaching one's full potential.

## GET IN TOUCH

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Grow Mental Health



Grow Mental Health



GROW\_Ireland



Grow Mental Health



Grow Mental Health



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# Foreword from the Chairperson



Another year and another year of Covid but also one of progress on several fronts. We welcomed two new external members to the Board of Grow, Annabel O'Keefe and Aideen O'Brien. New staff came on board and a new position of Volunteer Coordinator was created and filled.

Covid continued to prevent face to face group meetings and sadly the National Weekend had to be cancelled for the second year in a row. Group, Board and Regional Team meetings continued in the online space also. An additional five new online groups were established. The National Program Team met regularly during the year, online of course. Under their guidance, a new professionally produced video was developed. The Leadership course was extensively revised and updated. An online version of this course was developed, trialled and launched. This is just one of the many issues addressed during what was a remarkably busy year for this Team.

To address the lack of interregional contacts, a series of "Town Hall" events were held via Zoom which allowed Grow members to maintain links and renew acquaintanceships with the wider Grow community. This is not to ignore the opportunity they present to foster and display the range of talents of Grow members from storytelling to musical ability. A number of Grow members also completed a Toastmasters International Speechcraft Programme during lockdown.

A brief hiatus after summer allowed some groups to reopen for a while. We took the opportunity presented to hold an overnight event in Athlone for Regional Team members. They discussed the contents of the report prepared by the Roles and Responsibilities sub-committee. They also were able to feed into the preparation for the Strategic Plan for 2022-2024.

An exciting and fruitful new partnership with Bus Éireann was established. As well as making presentations to Bus Éireann staff on issues around Mental Health the link up provided an opportunity to raise the profile of Grow nationwide both on Bus Éireann buses and depots. A new suite of colourful and attractive posters were developed in line with this promotional activity.

Grow successfully negotiated an important and significant new funding arrangement with the HSE. This has led to improved and more secure pay scales for all our staff.

The Board held seven meetings during the year, all but one online. A few new and/or updated policies were adopted. These included Flexible and Remote working and Parental and Parents leave to name but two. We also strengthened our compliance with the requirements of the Charity Regulator and conducted focused training of the Board in this area. The Board also completed a self-assessment exercise.

As you will see elsewhere in this report our Auditors, Crowe Ireland, expressed their confidence in our financial accounts and gave Grow a clean bill of health in this regard. The Auditor expressed her satisfaction with how our financial affairs are controlled.

These are some of the myriad activities which occurred during 2021 and reflect those activities that took place at National level. At local level, Grow was as always, equally active with Organiser & Recorder meetings, twelfth step work and community involvement. These activities demonstrate what Grow does best and why we are a community Mental Health movement and I thank all those who were involved at local level.

In conclusion, I would like to acknowledge and thank my fellow members of the Board and our CEO for their support and their unstinting efforts in what was another difficult year on several fronts.

**Denis Fitzpatrick**  
**Chairperson.**

# CEO's Review



In 2021, the COVID-19 pandemic continued to have a significant impact on the environment in which Grow works. According to the World Health Organisation (WHO), the global prevalence of anxiety and depression increased by 25% in the first year of the pandemic. Similarly, research in Ireland showed that the mental health of one in every six people deteriorated during the pandemic. The increase in the prevalence of mental health difficulties led to a rise of people seeking Grow support groups.

During this time Grow had to adapt and change, including developing online versions of groups, training and development and educational programs. This also involved reorganising staff and volunteer working arrangements.

To say that our Board, the Grow team of employees, Regional & Program Teams, supporters, and volunteers responded well to the challenges we faced, is an understatement. Through the dedication of all, Grow continued to provide essential support to our established Grow membership and to those new to the organisation.

As the year progressed, we saw the re-opening of face-to-face meetings. This too was challenging as some of the venues previously used were no longer suitable due to insufficient ventilation, rooms too small to name but a few obstacles. Our commitment to remain open and continue to provide support groups enabled us to push through the obstacles we faced.

As we move forward with the development of our new strategy, I believe many of the changes have made Grow a stronger and more responsive organisation. We can plan for a bright future and continue to build upon all that has challenged us and what we have learnt over the last twelve months.

Our collaboration with Mental Health Reform (MHR), continued throughout 2021 with Grow participating in the Brave New Connections project. Mental Health Reform conducted a survey in 2021 to explore how organisations in the Voluntary and Community Sector have adapted to the challenges of the COVID-19 pandemic. Almost 60 organisations responded to the survey, including Grow.

During 2021, Mental Health Reform welcomed the Government's approval of the Heads of Bill to amend the Mental Health Act. For the past six years, MHR and its member organisations have advocated for reform of the Mental Health Act in line with Expert Group recommendations. The reform of the Mental Health Act is a once-in-a-generation opportunity to deliver mental health legislation that adequately protects people's rights. Grow, along with other organisations participated in focus groups and surveys to effect this change.

As always, I would like to thank our Grow members, our Board, our Regional & Program Teams, our staff and the wider community for their dedication and support throughout the year. Without these, our mission would be impossible. Your support and dedication allowed us to get closer to our mission where people have a "sense of identity, meaning and valued connections by empowering people to nurture their own positive mental health and well-being, by supporting personal growth and establishing a path to recovery with education, self-teaching and peer support." Also, everyone can access the support, they need in their community to achieve their best possible mental health and self.

**Michele Kerrigan**

**Chief Executive.**

# The National Program Team Report

## The Program Team

Although 2021 continued to be another year of restrictions, this did not deter the National Program Team in progressing its work.

In January, the Program Team invited each Regional Team to nominate a member with an interest and knowledge of the Program to represent their Region on the Program Team. The hope is that over time, communications would be strengthened between Regional and Program Teams. This would aid the Program Team in understanding the success and challenges faced by groups at regional level. Work is ongoing in recruiting new members to the Program Team.

A review is underway regarding the terms of reference of the Program Team. The process will include clearer description of the roles and responsibilities of the team. This will aid in an improved and clearer recruitment process. The Program Team agreed that the frequency of meetings of the team should be every two months rather than monthly. This will ensure sufficient time for projects to progress. As some members of the Program Team also serve on the Board the Team agreed that Program Team meetings be held two weeks prior to a Board Meeting to reduce the pressure on those who sit on both teams.

In September, Kate Slater, Area Coordinator joined the Program Team. Kate brings a wealth of knowledge and experience to the Team. We would like to acknowledge the commitment and experience which Michael Manning brought to the team. He stepped down from the Program Team in 2021 after many years of fruitful service.

Throughout the year the Program Team worked on several projects. The Program Team agreed a set of "Guidelines for Closing Groups" which have now been distributed to Regional Teams and all Staff. The existing Guidelines for Dealing with Group issues and Tips on Dealing with a Suicidal Person were reviewed and recirculated to Staff and Regional Teams.

## Promotional Materials

As part of the branding process new leaflets were designed which included photos and stories of Grow members. The leaflets were signed off by the Program Team and distributed across the country. During the year a review of the starter packs was also undertaken by the Program Team. The review found that across the country there were inconsistencies as to what should be included in a starter pack. The team continue to work on this along with the National Program Co-Ordinator.

## Evaluation Sheet Training

During the year an online Evaluation Sheet training program was developed by the National Program Co-Ordinator and the Monitoring and Evaluation Officer. The training was delivered to Recorders and potential Recorders in December 2020 and again in 2021. The feedback was very positive with participants expressing a better knowledge and understanding of the Evaluation sheet after completing the training.

The plan is to roll this training out regularly to Organisers & Recorders and members who may have an interest in taking on these roles. The training will be valuable in supporting newly recruited Area Coordinator's. This type of training is particularly suited to blended training whereby staff and Grow Members come together. It is an opportunity for shared learning.

### **Review of Evaluation Form**

Following the development of many Grow online groups in addition to traditional Community Groups, it is timely to review the evaluation form to examine if it is still fit for purpose. It is important to consider if the indicators collected in the current form provide the information needed to track the development of Grow groups and support the continuation of funding of the organisation in the future. To this end, a Sub-committee was set up to coordinate and oversee a consultation process, and held its first meeting on 26th January 2021.

The consultation process will comprise of focus groups along with a survey of Organisers and Recorder.

A set of key themes will be identified from the discussion on the questions in the current form, and will aim to represent the majority view expressed across different stakeholders.

Key recommendations will emanate from the process and will be considered for implementation.

### **Organiser and Recorder Meetings**

Organiser & Recorder along with Leadership Meetings continued throughout 2021. As restrictions were still in place all meetings took place online. Thirty-one O&R Meeting and seven Leadership Meetings took place in 2021. A total of 31 Organisers and 37 Recorders attended the meetings. Various Middle Routine discussions took place including topics on Personal Value, Solving Problems, Boundaries to Friendship to name but a few.

The NPC and Program Team explored different ways of monitoring and enhancing the quality of O&R meetings which would in turn increase the quality of Grow groups. The O & R and Leadership Meeting Evaluation Form was updated and redistributed through Admin staff and Regional Managers. In order to streamline the process of gathering evaluation forms a decision was made to enter the data into Salesforce and held centrally.

O&R Meeting training was offered to all staff and Grow members on the 8th of December on Zoom. Over 60 participants attended and the feedback from the training was very positive.

### **Roles and Responsibilities Weekend**

An event was organised in Athlone to explore the Roles and Responsibilities of the Regional Teams. It was wonderful to see such a great turnout and to see old and new friends after such a long time. The NPC facilitated one of the discussion groups and the feedback on the report was positive. Regional Team members are looking forward to receiving a revised handbook.

## Leadership Course

The Program team worked hard to update the Leadership Course. Each member of the team took a module to read through. Work also commenced on transferring the Leadership Course to an online format. A pilot run of the course is being rolled out by Treasa Twomey, Area Coordinator which will result in many ACs and Seasoned Grow members from each region being trained as mentors. An updated version of the Mentors Handbook will be developed from this pilot. Care was taken to ensure that this new version of the Leadership Course is inclusive to our new online members.

## National Online Groups

During December a meeting was held with Area Co-Ordinator's who facilitated the online groups. The meeting explored some of the challenges of online groups as well as the positive aspects of the online platform. The feedback from the AC's will inform what supports are needed as we continue to develop our online offerings. The following is some of the feedback received from Area Co-ordinators:

### Positives:

- Middle Routine Book (or reading) can be shared so everyone has a copy which may not be the case in face to face groups.
- You can invite someone from another group to give their personal story more easily as there is no travel involved.
- As people are from different parts of the country, there is an extra layer of anonymity.
- Evaluation sheets are being filled in by members online and emailed directly to the Area Coordinator saving time and travel.
- Very consistent attendance as there is less obstacles in the way of attendance e.g. travel.
- Young mothers find it easier to attend meetings as they do not have to arrange Child care.
- 12 step work can be conducted online such as coffee mornings and social events.

### Challenges:

- It is more difficult to interrupt if the group is going off topic as people all talking together affects the sound and is harder to understand.
- It's harder to judge a silence online.
- ACs reported that accessing a group online is long and arduous for newcomers. Newcomers details are passed from one person to another i.e. admin to manager to AC and potentially to another AC before the newcomer reaches a group. Since December 2021 a significant amount of work has been done to streamline this process.
- Some ACs are experiencing difficulties promoting leadership online. Others shared tips to promote this e.g. saying you are a technical support rather than leader, asking people to lead the opening routine only, reading small pieces. Leaders meetings also help with this.

### Other Points Raised:

- Several Area Co-Ordinator's commented that specialist groups are not needed as young people have said they prefer to be in a mixed age group.
- ACs reported that it is easier to move a face-2-face group online than to open a new group online.
- The group Method is a great support in ensuring the quality and smooth running of the groups.
- The development of policies and procedures is required regarding online etiquette including WhatsApp groups..
- Area Co-Ordinators found that 8 members in an online group was sufficient rather than 10 due to the different dynamics of the online platform.

Members of the Program Team visited some of the online groups in order to connect with the members and Area Co-Ordinators and to explain the work of the Program Team.

### Area Coordinator Survey

In June, the NPC carried out an Area Coordinator survey where all ACs were asked to grade the quality of their groups for that month only. All 21 ACs responded, and the results were compared with the Meeting Score from the Evaluation Forms for the same month. The Meeting Score is marked out of ten attributing a point each to a list of ten activities which occur in good Grow meetings e.g. personal story, piece for understanding, attendance etc. The AC Survey asked ACs to grade their groups taking the same factors into account but also their general sense of how strong each group is progressing. The results were as follows:

No. of Groups	AC Score	Meeting Score(Evaluation form)
34	Strong	Range: 7-10 Average Score: 8.57
1	Average - Strong	82
24	Average	Average: 8.55 Range: 6.3 - 9.7
5	Weak	Average : 8.55 Range: 7- 9.2

66 groups were graded but only 58 groups were used in this analysis due to no Meeting Score available at time of analysis.

Although this was not an accurate comparison it is clear that the Meeting Score is not a true indicator of the quality of groups. The need for a true quality indicator is therefore necessary to ensure that all our Grow meetings and members are offered the adequate support and guidance needed to ensure a high quality, authentic service.

An external evaluation of the Grow Program is scheduled for 2022. This process may identify more appropriate quality indicators.



## **Monitoring and Evaluation**

The Program Team throughout the year monitored the data from Salesforce at each meeting. The group numbers fluctuated due to COVID restrictions, making it difficult to understand how the groups are running and what we need to do to support them.

O&R meeting data being entered into Salesforce will hopefully lead to a further resource to monitor and evaluate the quality of the groups.

I would like to thank the Program Team for their continued support and commitment over the last twelve months. To the staff of Grow, for their diligence in submitting evaluation forms in a timely fashion. This supports the National Program Co-Ordinator and Program Team to put in place appropriate training and feedback to the members.

**Andrea Best**

**National Program Coordinator.**



# The National Volunteer Team Report

The role of National Volunteer Co Ordinator is a new position within Grow Mental Health and became operationalised in June 2021. The purpose of the role is to Encourage, Support and Empower our Volunteers. Training for this important role was provided by Volunteer Ireland which helped inform the volunteer engagement process in terms of the importance of supporting, encouraging, and recognising volunteers.

The introduction of this new role came at a time which proved to be another year of uncertainty and change. The lack of in person meetings due to Covid meant that meetings with volunteers were hosted online.

## Volunteer Engagement

Volunteer engagement is an important aspect to the role. The process ensures that our volunteers are continually interested and actively engaged in our work throughout the entire lifecycle of their relationship with Grow Mental Health. It requires constant communication with the volunteer from the minute they engage with the organisation, throughout the volunteer activity, and even after they've finished volunteering. The process helps identify the skills of our volunteers, place them in roles that match those skills, and provide learning and growth opportunities for them. As Grow Mental Health moves towards a new strategic plan part of the strategy will be to develop an engagement strategy. This strategy will provide insight into key metrics that will ensure our volunteers are fully engaged and whether we as an organisation, are reaching our volunteer goals.

Appreciation and recognition of our volunteers will play an important part of our Volunteer Engagement. This will be achieved through our engagement strategy. Recognition of volunteer contributions will be part of the formal and informal operations of the organisation. Volunteers will receive regular feedback, support, encouragement, and recognition. All humans need to be recognised in a meaningful way for their efforts. This helps to build self-esteem and confidence. Recognition is an important component of volunteer retention. When volunteers feel appreciated and important, they are more likely to feel connected to the program and continue their involvement.

## Volunteer Management System

Part of the role will involve developing a volunteer management system which will aid effective volunteer management. This will support the recruitment of volunteers, communications, and co-ordination with volunteers in a centralised place. The benefits of such a development will include:

- Improving processes and operations.
- Ensuring volunteer information in one centralised place.
- Ensuring all communication in one centralised place.
- Helps compliance with data protection and other regulations.
- Improving retention rates of volunteers.
- Harnessing the best skills of volunteers.
- Promoting effective scheduling and calendar management.
- Identifying training needs and scheduling of same.

## **Empowerment and Support**

During 2022 we will be working towards developing a volunteer's area on our website. This will comprise of a variety of information hub including training materials to support volunteers in their role. Overtime the Volunteer section of the website will host an information forum whereby volunteers can exchange ideas and support each other. Access to the portal will be made available to those who are registered as volunteers with the organisation and password protected.

## **Volunteer Training**

An important aspect for those volunteering is how they are inducted into the organisation and the training they receive to support them in their role. Volunteers who share our mission and values and are dedicated to the cause have the biggest impact. During 2021, we provided Organiser & Recorder Training along with Recorder Evaluation Sheet training. Effective training helps volunteers feel more comfortable in their roles. As part of the engagement strategy more training will be developed and rolled out to our volunteers. Moving forward blended training with staff will also be part of the strategy.

## **Volunteer Acknowledgement**

I would like to acknowledge the support which I have received from our volunteers over the last six months. I look forward to supporting, encouraging, and empowering our volunteers over the coming year and beyond. Your impact on the Grow community will make a real difference to our members. In return I hope through your volunteering you will make new friends, expand your network, and learn new skills.

I look forward to working with you during 2022 and beyond.

**Mary B Walsh**

**National Volunteer Coordinator.**

# Human Resources Report

2021 proved to be another year of uncertainty, adaptability and continuous, more than usual, change. Grow Mental Health (Grow) decided, following its successful celebrations of 50 years in Ireland in 2019, to take some time to stand back and we began our process of reviewing ourselves as a community of members, volunteers, and staff, supported by our funders and active fundraisers, with a view to preparing for our future in continued support of mental health recovery. This process saw us all contribute to our 'Change and Growth' process and continues...

Our employees came together online in November to hear back on the research that we had undertaken with the help of Mantra strategy. More of this in 2022. It was a year of 'in and out' of lockdown due to Covid 19 safety protocols. Some groups started back face to face and then moved back online with our employees and our members adapting to the constant change. Other groups decided they would continue online into the future. Grow made the decision to invest in a volunteer coordinator in support of the magnificent work by so many in Grow. This commitment by our volunteers is reflective of the work on leadership that forms part of the Grow Program of recovery to take on roles of responsibility in support of recovery. While Grow is an 'Essential Service', our teams moved between working remotely, hybrid and from the office, reflecting Government guidelines and the ever increasing demand from people requiring support. Calls to our Info line increased substantially and our staff responded with care and empathy signposting callers to required supports.

Grow's office in Swords formed links with Valley Project Community Employment Scheme and the local TUS Team and have been well supported by both. Grow is grateful to the Community employees who joined us over these past years and worked alongside the rest of the team in the delivery of community-based peer support. Our Community Employees worked from the office in Swords in support of the Grow Mental Health vision of 'Ensuring that Growth, Recovery, Optimism, and Wellbeing' are possible for everyone.

Some members of the team underwent training in 'Action Learning' which equipped us with skills to lead constructive conversations.

- Increase your sense of the power of peer support and increase your connection with others to access that support.
- Develop transferable skills that enhance your effectiveness across a range of situations.
- Provide the opportunity for you to access support for challenges.

This proved beneficial, enabling people to reflect, draw conclusions, and develop a plan for the next steps to take.

Action Learning is a structured and facilitated process of questioning to enable people to come to their own conclusions about the correct actions to take, and then to reflect on these, to learn. Action Learning also helps develop important skills around leadership, decision making, relationship building and creative problem solving and to improve your personal effectiveness and communication skills by:

- Asking powerful and focused questions.
- Bringing different perspectives to challenges and decision making.
- Developing creative, open-minded solutions.
- Exercising incisive, independent judgment.
- Managing complexity.
- Sharing experiences with others going through the same challenge.

Other development work included Developing your leadership philosophy, Leading Effective and engaging Calls, Time Management while working from home, deescalating intense situations, deescalating angry calls, inclusive leadership, overcoming procrastination, managing conflict, becoming a good mentor, how to work smarter not harder, mastering self-motivation, using your mind to change your brain. Building better routines and building self-confidence.

Grow also forged links with Mental Health First Aid and trained many of its volunteers as Mental Health First Aiders. All staff take part in this programme also. Feedback from those who take on roles of responsibility in our peer support group have identified that this programme supports their self-confidence and self-belief in working in recovery-based peer support.

Grow HR embarked on a fundamental upgrade of its Time Management system which included the development of a Grow Intranet. This project continues. There were also the usual tasks associated with HR, recruitment, policy development and responding to legislative change which continued throughout the year. Grow HR developed our Right to Disconnect Policy and Procedure and communicated this out to the organisation. Grow HR also developed and reviewed its suite of family friendly policies. We again celebrated workplace wellbeing day with an online meditation Building Resilience – A Mindfulness Based Approach' which included Grounding, The Mindful Muscle, relating to our Thoughts Differently, Sounds and Thoughts Meditation and Relaxation. This was well received by staff and helped provide a great start to a chilled weekend but supported staff in building resilience. Our thanks to Susan Crowley of 'Mindfulness and More' for her support on this. Grow HR collaborated with all other departments supporting Grow in its HR requirements. Whatever 2022 brings, Grow Mental Health is in a strong position to continue to work in support of our Vision 'Ensuring that Growth, Recovery, optimism and Wellbeing' are possible for everyone.

My thanks go out to all Grow staff and volunteers who worked together in support of Recovery and Mental Wellbeing and providing support to the wonderful work of our mental wellbeing peer support groups nationwide.

**Dara Farrelly**  
**Human Resources Officer.**



# Communication, Fundraising and Marketing Report

## The Seeds Continue to Grow

The rebranding project that started in January 2020 continued throughout 2021 and was officially launched to the public on January 27th. The brand identity and modernised messaging is underpinned by the Grow Mental Health core values of:

- Inclusion – Open to all over 18 years
- Hope – believing recovery is possible
- Integrity – honest, open, respectful and truthful communication, always striving to act with good character
- Connection – your place within your community, developing healthy relationships and connecting on a spirituality level to the world around us
- Support – program wisdom shared through peer support, breaking isolation and empowering leadership
- Change – personal growth, self-acceptance and reaching one's full potential.

January also saw the launch of the new Grow Mental Health Program Book and a coinciding communications campaign that was covered by national press outlets and supported by the Minister for Mental Health, Mary Butler TD. In July we released our new suite of posters, spotlighting Grow's message of hope and recovery. September saw the launch of new Grow Mental Health leaflets, to complete the literature re-brand. Our colourful leaflets include Grow members and their stories of recovery, with each leaflet featuring a different mental health challenge, allowing an Area Coordinator or Grow member to distribute the most relevant leaflet to anyone enquiring about Grow Mental Health. We continued to update the Grow look and feel across the organisation and the result is a vibrant, more streamlined and professional shop window.

## Continued Alliances

Our relationship with Expressway/Bus Éireann that began in 2020 continued throughout 2021 as we explored new ways to work together in getting Grow's message out to a larger Irish audience. In May, the communications team assisted Area Coordinators Amie Hughes and Michael Crowe to curate and deliver workplace workshops to the staff at Bus Éireann, creating a funding stream in excess of €8,000.

To increase awareness of Grow Mental Health further and mark World Mental Health Day on October 10th, our friends in Bus Éireann agreed to fund a Grow MH Exhibition in Busáras for approximately three weeks. The exhibition featured the seven Grow Members' recovery stories which appeared in the Humans of Dublin series over the previous 12 months. The exhibition was displayed in the main hall of Busáras on view for all passengers traveling through during October. The large format pieces then travelled to other large bus depots around the country to increase awareness regionally. Throughout the year, the exhibition continued to generate press coverage for Grow MH and an increased awareness for our programs and services.

### **1st Annual YELLOWWALK**

On Easter Sunday, Grow Mental Health in collaboration with Expressway saw the launch of the 1st Annual YELLOWWALK fundraising campaign. The inaugural event was virtual due to continued COVID 19 restrictions. People across the country registered, donned their yellow Grow Mental Health T-shirts and walked for 30 minutes in their locality to raise funds and awareness for Grow Mental Health. We raised over €5,000 in registrations and donations and Expressway generously matched our funds with a €5,000 contribution.

### **Humans of Dublin, Part 2**

In May of 2021, Humans of Dublin featured 4 more Grow members across their online platforms, garnering massive engagement and viewership. The stories from Grow members Jonathan, Mike, Lorraine, and an anonymous Grow member went a long way in raising awareness for Grow Mental Health. The series was funded by The Healthy Ireland Fund, supported by the Department of Health and the Department of Children, Equality, Disability, Integration and Youth.

### **Fundraising Stars**

Fundraising continued to be key in 2021 as most of our groups remained online and demand for our services continued to rise. People were very generous and creative in their efforts to raise funds for Grow. Pranic Healing in Cork donated €5,000. Visage hair Salon, also in Cork donated €1,000. John Penny and Stephen Lappin cycled the Ring of Kerry for Grow in the Mid West. They raised €2,660 which went a long way in helping us to continue spreading the Grow message to others in need. Many Grow members and allies participated in the VHI Mini-Marathon in September, donating their funds raised to Grow Mental Health. Team Grow raised over €4,000!

### **Charity Art Sale**

Grow Mental Health and the autism charity AsIAM were honoured to be selected as joint beneficiaries in the Charity Sale of Oil Paintings by Mr. Sandeep Kumar, the Indian Ambassador to Ireland on September 7th. We were beyond grateful for this opportunity to raise vital funds through the sale of these beautiful masterpieces, as our traditional funding streams have been almost wiped out by the Covid-19 pandemic. Attendees purchased pieces from this incredible art collection while showing their support for two of the leading mental health and autism charities in Ireland. The proceeds totaled just under €30,000.



## Continued Campaigns

Our 2021 Grow Mental Health online content went from strength to strength while building on campaigns which began in 2020. We recorded and curated the second half of our groundbreaking YouTube video series featuring Grow members' stories in the context of the each of the 12 steps to recovery. Each video was received with great appreciation from our Grow community and continue to be powerful resources for those doing the work of the Grow Program and those curious about the process.

We also repeated our 12 Calls of Christmas Campaign in 2021 to continue to raise awareness and funds for Grow Mental Health throughout the holiday season. We asked people to pick up the phone and ring someone who may need to hear a kind word or two during a season that can often be lonely and triggering.

Our monthly newsletters continued to highlight the incredible work and creativity happening within the Grow Mental Health community throughout the year. Our social media platforms continued to gain new followers and engagement as we produced thoughtful, wisdom-based content as well as highlighting Grow Mental Health news and achievements. Our Instagram page saw a 240 percent increase in followers and our Facebook page viewership continued to grow. We continued to be active on LinkedIn, YouTube, and Twitter, attracting more followers and critical engagements.

## World Mental Health Day

World Mental Health Day was on October 10th. Not only did we launch a new awareness campaign at Busáras in partnership with Bus Éireann, we began a campaign to mark the day on our Grow MH social media platforms and website. We released a funny, thought-provoking video featuring Grow members trying to sum up Grow Mental Health in one word. We followed with a series of short videos aimed at explaining the Grow program to those who hadn't experienced our services before. The videos and accompanying digital campaign were highly successful and continue to help explain Grow.

## Continued Gratitude

The Communications, Marketing, and Fundraising Team continue to work closely with the Grow Board, CEO, Managers, Area Coordinators, Regional Teams, Program Team, National Volunteer Coordinator, and the entire Grow community to ensure that our messaging is not only reaching a target audience, but in line with the Grow Program and message of hope and recovery. We are grateful for the important and helpful feedback that we receive from this community and look forward to working together in the year ahead in line with the Grow core values to promote the Grow vision. Thank you to all who strengthen our efforts over the year.

**Sile Tracey**

**Communications, Marketing & Fundraising Manager.**

**Jenny Synnott**

**Communications, Marketing & Fundraising Officer.**





# Our Humans of Dublin

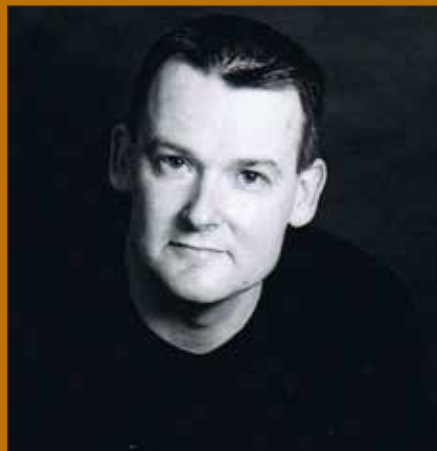




# Our Partners



# Our Supporters











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## GROW IN IRELAND

(A Company Limited by Guarantee, not having a share capital)

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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#### DIRECTORS' REPORT

##### Directors' responsibilities statement

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare the financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' .

Under company law, the directors must not approve the financial statements unless they are satisfied they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date, of the profit or loss for that financial year and otherwise comply with the Companies Act 2014.

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

- select suitable accounting policies for the company's financial statements and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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

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



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## GROW IN IRELAND

(A Company Limited by Guarantee, not having a share capital)

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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The directors present their annual report together with the audited financial statements of GROW in Ireland (the company) trading as Grow Mental Health for the year ended 31 December 2021. The directors confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP) " applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

## Objectives and Activities

GROW in Ireland is a registered charity (CHY 9319, CRA 20023294) whose main objective as set out in its Memorandum of Association is to work in the field of Mental Health. Specifically, to enable those in need to experience the benefits of the Grow Program and the Group Method including the pursuit of this object in the fields of prevention and rehabilitation in community mental health.

The Memorandum of Association also sets out several supporting objectives which are used to attain our main objective, and any income generated from the achievement of its supporting objectives can only be applied for the main objective.

The supporting objectives are:

- a) To promote, establish, direct, maintain, and co-ordinate Grow groups; meaning thereby voluntarily attended mutual help and self-activation groups conducted according to conditions prescribed by Grow International for the personal growth of people who wish to achieve the benefits of the Grow Program and the Group Method.
- b) To promote, develop, conduct, foster and support research and investigation into matters appertaining to the personal growth of people who wish to achieve the benefits of the Grow Program and the Group Method.
- c) To promote, develop, conduct, foster and support the study and acquisition, dissemination and application of knowledge and information concerning subjects relating to the personal decline and personal growth of people who are partaking of the Grow Program and the Group Method.
- d) To develop a better understanding by members of the public of matters appertaining to the personal decline and growth of people who are partaking of the Grow Program and the Group Method.
- e) To promote, develop, conduct, foster and support hostels workshops centres educational and other institutions concerned in any way with assisting the personal growth of people who wish to achieve the benefits of the Grow Program and the Group Method.
- f) To promote, develop, conduct, foster and support conferences, conventions lectures, symposia, films, tape recordings and by all other educational means, including social media, to further the objects of Grow; including the writing acquiring, printing, publishing and circulating of literary or scientific works.
- g) To come together with, co-ordinate and correlate the efforts of professional and voluntary workers, organisations, statutory bodies and other authorities and individuals interested in the personal decline and growth of people who wish to achieve the benefits of the Grow Program and the Group Method.

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The vision that shapes our annual activities remains the promotion, establishment and maintenance of Grow Peer Support Groups, the fostering of knowledge and appreciation of recovery-orientated services, and the education of the public in the fields of mental wellbeing, recovery, and stigma reduction. The charity also contributes to advocating for improved mental health services and reform in mental health policy through its engagement with Mental Health Reform, ARI and See Change.

In shaping our objectives for the year and planning our activities, the Board have considered the Charity Act 2009, guidance on charitable purpose, and public benefit.

The governing body, namely the Board, agree the Strategic Plan to promote the objects of the Company and this Plan is regularly reviewed by them.

## Our Mission

By raising new money and careful management of our existing funds, Grow Mental Health provides public benefit by providing peer support, education and awareness to the public.

## Our Vision

is to ensure that **G**rowth, **R**ecovery, **O**ptimism and **W**ellbeing is possible for everyone. We work to achieve this vision by making it our mission to *"To create new hope, sense of identity, meaning and valued connections by empowering you to nurture your own positive mental health and well-being by supporting personal growth and establishing a path to recovery through education, self-teaching and peer support."* We do this by:

- **Providing** and maintaining support groups within communities
- **Educating the public** and health professionals in mental health and recovery principles
- **Working in collaboration** with other organisations, agencies and experts to achieve our vision
- **Influencing public policy** and raising awareness of the challenges of those struggling with mental health issues

## Structure, Governance and Management

Grow in Ireland is recognised as a charity under Section 3 Subsection 11 (a) of the Charities Act, 2009 "other purpose beneficial to the community". It does this through the development and maintaining of support groups within the community which benefits people who may or have struggled with mental health issues. Charitable status means that the organisation is recognised as charitable by the Revenue Commissioners for tax purposes. The organisation is exempted from certain taxes such as DIRT, income and corporation tax by the Revenue Commissioners and the Valuation Office for exemption from rates on buildings. The organisation is also a company limited by guarantee not having a share capital in accordance with the Companies Acts 1963 to 2014. The organisation is governed by The Memorandum of Association which outlines Grow's objectives.

### The Board

Grow Mental Health is directed by a voluntary Board which comprises people with varied backgrounds, some who have experienced mental issues. Its function is to provide leadership, develop strategy, formulate effective

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

policies, and oversee their implementation, ensure good governance and financial control. The Board is provided with regular financial and operational information. Detailed budgets are prepared in line with the Strategic Plan and are reviewed by the Finance & Audit Committee and further reviewed and approved by the Board. Actual results and outcomes are compared against the budget to ensure alignment with the Plan and to maintain tight budgetary control and value for money.

Governance of Grow Mental Health is conducted in accordance with its Memorandum and Articles of Association, which were amended to incorporate changes in the Companies Act, 2014. The Board continues to be committed to a high level of transparency and disclosure in relation to staff remuneration. The financial statement provides details on Staff Remuneration in line with the Statement of Recommended Practice (SORP) as developed by the Financial Reporting Council.

During 2021 the Board met nine times (including the AGM). The Board met eight times online and had one blended online/Face2Face meeting which was held on the 16th of October 2021. The Table below sets out the attendance of Board members.

Board member	Jan 23	Mar 6	Apr 17	May 29	July 17	Aug 28	Oct 16	Nov 27 AGM	Dec 4
D Fitzpatrick	●	●	●	●	●	●	●	●	●
C Fitzgerald	●	x	●	●	●	●	●	●	x
C Diamond	●	●	●	●	●	●	●	●	N/A
G Farrell	●	●	●	●	●	●	●	●	●
M McEniry	●	●	●	●	●	●	●	●	●
M Watts	●	●	●	●	●	●	●	●	●
K O Malley	●	●	●	●	●	●	●	●	●
J O Leary	●	●	●	●	x	●	●	●	●
J O Donnell	●	●	●	●	●	●	x	●	●
A O'Brien	N/A	N/A	N/A	●	●	x	●	x	x
A O Keefe	N/A	N/A	N/A	●	●	●	●	●	x

#### Appointment of Board

As set out in the Articles of Association the Chair of the Board is nominated by the Board and must be a Grower. Subject to Article 38 the Board should consist of not less than 5 nor more than 12 directors, one of whom would be elected as Chairperson, and one as Vice Chairperson. The Board should consist of 1 representative of the National Program Team and a maximum of 4 representatives of Regional Teams. Not less than two-thirds of the members of the Executive shall be Growers. The balance of skills on the Board should reflect a mixture of skills and experience.

One third of the Board retiring in every year shall be those who have been longest in office since the last election. A retiring Director shall be eligible for re-election. However, no Director can serve for more than five years without a break of one year.

Because of Covid restrictions the Annual General Meeting was conducted on an online platform. All company



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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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members were circulated with invitations to nominate Board members prior to the AGM advising them of the retiring board members and requesting nominations for the AGM. When considering co-opting board members, the Board has regard to the requirement for any specialist skills needed. All members were provided with information on how to access the AGM and how the business of the AGM would be conducted.

#### Board induction and training

Due to Covid-19 the Board deemed it necessary to review the induction and training programme for new Board Members. As no face-to-face Board meetings took place for the best part of 2021 it was decided that a new method of induction and training was required which would allow for online training to take place. Working closely with the Governance, Risk and Compliance Officer a new induction programme is being developed to include a blended format of online and face to face training and induction. New Board members are encouraged to avail of Board training through The Wheel and the Charities Regulator website which provides training on the Charities Governance Code.

Throughout 2021 the Board continued to oversee the organisation's compliance with its statutory and regulatory obligations as an employer, registered company, and charity. These obligations include compliance with employment legislation, equality legislation, health and safety, data protection as well as obligations under the Charities Act, 2009 and Companies Act, 2014. The Board reviewed policies and made changes on foot of these reviews. They continued to oversee compliance with the Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland and the Statement of Guiding Principles for Fundraising, developed by the Irish Charities Reform Group (now Charities Institute Ireland).

#### Regional Teams

The Regional Teams are primarily run by Grow Members who have come up through the organisation. They are governed by the Board and are elected teams to support the activities of the Region including the support of groups and fundraising activities. Regional Teams work closely with the staff in the region and Regional Manager. Grow Mental Health has a network of 7 voluntary Regional Teams.

During 2021 Regional Teams continued to conduct their Team meetings online. A review of Roles and Responsibilities of Regional Teams was conducted during 2021. The working group set up to review the Roles & Responsibilities of Regional Teams reported back to the Board with key recommendations in July 2021. The work of this group is completed, and the key recommendation of this review will form part of the organisation's 2022- 2024 strategic plan.

#### The Program Team

The Program Team is primarily run by Grow Members who have come up through the organisation. The Program Team is governed by the Board and are selected based on their expertise relating to Program matters to sit on the Program Team. The Program team supports the work of the National Program Co-Ordinator. The National Program Co-Ordinator is a member of the team and is the Chairperson.

The team is responsible for ensuring the authentic delivery of Grow's Mental Health Recovery, quality control and evaluation of the Program and that of the Community Educational and Health Promotion Programs. The NPC is responsible for the delivery of training to Area Co-Ordinators pertaining to Grow's Program and the

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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development of leadership within the organisation.

The Board is advised by several committees and is responsible for the overall control and strategic direction of the charity.

The following committees are appointed by the Board to aid in the internal workings of GROW in Ireland:

Finance & Audit Committee  
Health & Safety Committee  
Policy Committee

A Visionary Working Group was set up to look at projects which might be incorporated as part of the organisations' strategic plan. During 2021 the Visionary Committee made progress in relation to new video content which can be used for social media engagement. It also explored the development of a new book of testimonies and a video for potential new members which can also be used for the onboarding of staff, volunteers and potential corporate partners.

The IT Working Group was set up to review the status of the IT infra structure, how it can be improved through upgrading of equipment and software to serve and support the needs of the organisation. During 2021 Grow invested in updating old systems, IT equipment and ensuring Grow utilized the full benefit of Office 365, One Drive, Teams and Linked in Learning. The financial investment for the updating of old systems was made possible through a once of grant of €36,000 from the HSE.

The Board of Grow Mental Health is committed to good governance. We want to assure you that Grow is an organisation which is transparent, ethical and has on-going and effective audit processes in place. We value every donation we receive and are always mindful that it is our duty to use the money to achieve the biggest possible impact for people living with mental health issues.

Our diligence around governance enables and empowers people affected by mental health issues to live the life of their choice to their fullest potential.

The Board held eight meetings with the Chief Executive in attendance at those meetings. The Chief Executive reports to the Board but is not a member of the Board. Grow's Code of Practice details the process on the selection and rotation of Board members, the roles and duties of the Chairperson and Chief Executive. We require formal disclosure of any potential conflict of interest of Board Members at meetings. We have a committed and strong Board, currently made up of 66% people with lived experience. They give their time for free and receive no payments for their work. However, Board members are entitled to claim for travel and subsistence expenses in attending meetings. In 2021 Board members expenses were €693 (2020: €1,446). No emoluments are paid to Board members.

GROW in Ireland is a registered charity and is compliant with the requirements of and is listed on the [Register of the Charities Regulatory Authority](#).

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Our annual financial statements are audited by Crowe Ireland for the last number of years. GROW in Ireland's accounts adhere to the SORP (Statement of Recommended Practice, Accounting and Reporting by Charities) accounting standard.

We adhere to the [ICTR \(Irish Charities Tax Research\) Guiding Principles for Fundraising](#). The principles set the standard for best practice in fundraising in Ireland.

#### Board Relationship with Management and Staff

The Board is primarily responsible for strategic leadership; whilst the Chief Executive Officer (CEO) and staff members are responsible for internal management and execution.

The Board selects, appoints, and sets the remuneration of the CEO who is responsible for the operational management of the organisation and the execution of the Strategic Plan.

The Chief Executive, to whom day to day management of the charity is delegated, leads a team of 44 employees working throughout the National Office, Regions and 5 regional offices, plus an additional 4 Community Employment/TUs workers employed with the support of the Department of Social Protection ("DSP").

The CEO is responsible for the communication of Board decisions to management and staff. Staff are encouraged to communicate their views regarding matters before the Board through their line manager to the CEO. The CEO may be required to absent herself from matters before the Board which concern her personal employment. The Board sets performance targets for the CEO and assesses performance against the same annually. The Board delegates responsibility for operational and staff matters to the Chief Executive Officer, subject to the relevant delegations and policies. Generally, the Board has delegated to the CEO all its powers in relation to the operation of the organisation other than:

- Approvals above or beyond delegated authorities
- Approval of major elements of strategy including any significant change in direction
- Adoption of the organisation's annual budget
- Approval of the interim and final accounts
- Matters relating to Program
- Relationship with GROW International

The protocol of delegation is reviewed annually to ensure appropriate levels of delegation are maintained and that all relevant issues are covered.

#### National Program Co-Ordinator

The Board selects and appoints the National Programme Co-Ordinator who is responsible for ensuring the authentic delivery of Grow's Programme of Recovery, quality control and evaluation of the Grow Program and that of the Community Educational and Workplace Programmes. The NPC is responsible for the delivery of training to Area Co-Ordinators pertaining to Grow's Program and the development of leadership within the organisation. The NPC reports to the CEO and is supported by the Program Team.



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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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#### The National Office

The National Office is the base for the overall administrative and support services of Grow Mental Health, including, Finance, IT, HR, Communications, Information Line, Compliance & Risk, Quality & Evaluations. Regional offices provide information to the general public, and support to the network of Area Co-Ordinators throughout the region. Service development and operations currently sit within the remit of the Chief Executive and National Program Co-Ordinator

#### Volunteers

The Board would like to pay tribute to:

- our Regional and Programme Teams for their time, support, and commitment
- the members of staff who give of their time out of hours in support of the work of Grow Mental Health
- our fundraisers who do so much to encourage others to enrich lives through donations and fundraising activities.

2021 was another challenging year due to Covid. Both volunteers and staff were committed to supporting Grow members who for various reasons could not avail of support online.

## Risk management

The Board are responsible for ensuring that the major risks facing Grow Mental Health are appropriately managed. This is a continuous process reflecting the changing priorities and circumstances facing the organisation. During the financial year the major risks facing Grow Mental Health as defined by the Board and the management team have been reviewed and their potential impact assessed. The Board specifically focused on the long-term sustainability of the organisation. Cost reducing measures were applied across all areas of expenditure as part of an organisation review. There was no decrease in state funding in 2021. Strategies and controls aimed at managing risks appropriately have been agreed, many of which are already in place and effective; others are being developed further especially regarding the uncertainty around income. In many cases the control processes are subject to continuous improvement. Given the objectives of Grow Mental Health, and the nature of the activities by which it furthers them, some of the risks must be accepted: it is not possible to eliminate them. However, appropriate steps have been taken to mitigate them where possible.

The board have a risk management strategy which comprises:

- a quarterly review of the principal risks and uncertainties that the organisation faces;
- the establishment of policies, systems, and procedures to mitigate those risks identified in the annual review; and
- the implementation of procedures designed to minimise or manage any potential impact on the organisation should those risks materialise.

A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, and active management of trade debtors and creditors balances to ensure working capital by the organisation.

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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Attention has also been focused on non-financial risks arising from fire, health and safety of staff and Grow Mental Health members. These risks are managed by having robust policies and procedures in place, and regular awareness training for staff and Grow Mental Health members working in these operational areas. Ongoing risks and preventative measures associated with Covid-19 were continuously assessed and monitored in 2021 to ensure adherence to these measures to prevent and protect against the spread of Covid-19.

## Achievements and Performance

Following the end of the previous strategic plan and because of evolving needs driven by the Covid19 pandemic, Grow operated to a 12-month strategic plan throughout 2021.

The organisation is now at a crucial point in developing the next chapter for Grow Mental Health in a post covid era, embracing technology and innovation to build on the work that has been done in providing support to people on their mental health recovery journey, and more recently with mental health education programmes in the community and in the workplace. Grow Mental Health along with external advisors Mantra carried out a comprehensive review of the organisation with the core objective of developing an overall organisational strategy for Grow Mental Health as it moves into 2022 and beyond.

The following tables detail the work undertaken throughout 2021 and the outcomes achieved.



## GROW IN IRELAND

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

## Goal 1

### Improve access to peer support groups and educational programs through a blended service.

Action	Responsibility	By When or Target	Measure of success	Progress
<p><b>1.1</b> Invest in up to date technologies to increase our reach.</p> <p>Explore the use of 365 Teams as an alternative / and or support to Zoom</p>	IT Committee	Q2 2021	Technology in place	<p>TMS new cloud version now upgraded. Second phase underway.</p> <p>New payroll system take effect from Jan 1<sup>st</sup> 2022. Currently trialed alongside existing payroll system.</p> <p>Laptops/PCs ungraded to Windows 10, Eset Antivirus Licences updated on all IT equipment, One Drive now recommended location for employees to save files, all employees use Office 365 &amp; Teams.</p> <p>Server options outstanding at end of 2021</p>
				Job specification for an IT/Facilities Officer for Grow in support of building Grow's IT expertise has been prepared.
<p><b>1.2</b> Develop training programs for staff &amp; members in the use of technology. Using LinkedIn Learning where possible and internal skills. Where necessary engage external expertise</p>	IT Committee	Q4 2021	Programs developed and commencement of roll out	<p>Grow employees undertook IT Security link training as part of Cybersecurity week in EU.</p> <p>Link for One Drive training on LinkedIn Learning to be circulated (Q4 2021).</p> <p>Scoping exercise of a project brief initiated to support expressions of interest from internal candidates. A specification is required to take this forward.</p>
<p><b>1.3</b> Increase the number of people accessing online groups &amp; educational programs through advertising and promotion.</p>	Regional Managers		Group evaluation report indicating numbers in groups. Evaluation of educational & workplace programs	In November 2021, there were 93 Grow groups and an estimated 497 individuals attending Grow meetings. This increased from 68 Grow groups and an estimated 362 people attending in November 2020. Average attendance at all Grow groups remained at 5.3 in November 2021 (compared to November 2020).

## GROW IN IRELAND

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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

Action	Responsibility	By When or Target	Measure of success	Progress
1.4 Expand the number of online support groups through targeted advertising & promotion, to include special groups such as travellers, LGBT, Young adults etc.	Regional Managers	A total of 10 new community groups which can comprise of online and/or F2F groups to be opened by quarter 4 2021 through advertising on website, social media platforms and media	10 New Community groups open	By the end of Quarter 4 2020, there were 15 new online groups for first timers. At the end of Quarter 4 2021, this rose to 20 new online groups, an increase of 5.
1.5 Invest in hardware to allow for blended groups & educational programs post Covid.	IT Committee	Q3 2021	Regional offices equipped with conferencing equipment.	Conferencing Equip installed in both Limerick and Kilkenny office.  Additional tablets purchased for Grow members to access online groups.
1.6 Liaise with Grow Australia re development of phone/tablet app for evaluation data entry at group	NPC	Q4 2021	Information on progress of development of app and any feedback regarding use of same including costings	Grow Australia willing to share experience and technology for app.
1.7 Establish contact & explore partnership opportunities with Jigsaw	CEO	Q3 2021	Contact made CEO to CEO. Regional Contacts made with Jigsaw	Contact has been made with CEO through Mental Health Reform.  Meeting to be set up in early 2022
1.8 Develop business plan for CHO Area 6 to secure funding to develop a blended, peer support service	CEO	Q4 2021	Funding secured to develop groups.	Proposal & Business plan submitted to CHO Area 6. Meeting in December took place to discuss content.
1.9 Identify property in Eastern area which can provide for mixed use of administration and	CEO	Q4 2021	Identified property	Report submitted to Board for consideration of new property.

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groups				
1.10 Administer simple once off survey of groups whereby Area Co-ordinators can rate quality of group indicating Strong, Average or Weak	NPC	Q2 2021	Survey completed and tested against group evaluation programme score	Data on rating of Group by Area Co-ordinator collected by NPC and reported to Program Team.

## Goal 2

**Develop a volunteer program which will enhance the Volunteer experience.**

Action	Responsibility	By When or Target	Measure of success	Progress
2.1 Recruit a Volunteer Co-Ordinator.	HR Administrator	Q1 2021	Volunteer Co-Ordinator in post	Recruitment process completed. Position offered to candidate & accepted. Volunteer coordinator started on 17 May 2021 with on boarding for new role completed by end of June 2021
2.2 Develop a Volunteer Program with reference to National Volunteering Strategy 2021-2025.		Q4 2021	Program Developed the following in place Role Descriptors Recruitment & Selection, Onboarding, Training & support processes, Garda Vetting, Volunteer Policies	Work has commenced on the development of role descriptors and recruitment process. This work is depended upon the completion of the Roles & Responsibilities process which is in progress and will not be completed until 2022.
2.3 Develop Excel spreadsheet to support management of Volunteers	Volunteer Co-Ordinator & NPC	Q3 2021	Spreadsheet developed and populated	M & E Support and advice given to Volunteer Co-ordinator in relation to the use of Salesforce. Excel deemed more appropriate at this point to support the management of volunteers. Volunteer Co-Ordinator is actively engaging with current volunteers and trying to recruit new volunteers to feed into database.

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2.4 Monitor & Measure the impact of Volunteers.	Volunteer Co-Ordinator & NPC	Q4 2021	First Report on the impact of Volunteers	Development of Volunteer Section on website has commenced to provide information and support. A login section will be developed for volunteers to give feedback and evaluate their volunteering experience.
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## Goal 3

### Improve and develop Leadership & Training ensuring inclusivity.

Action	Responsibility	By When or Target	Measure of success	Progress
3.1 Build capacity of Grow members and staff through O&R & Leadership Training, Program Training & IT	NPC	Q4 2021	Training programs delivered and Evaluation received	<p>Monitoring &amp; Evaluation Officer gave input into O&amp;R training sessions on Group Evaluation form and data in Salesforce.</p> <p>O&amp;R Meeting Training provided to a blended group of staff and members on the 8<sup>th</sup> December on Zoom. There were 60 participants in attendance.</p> <p>Online Leadership Course being piloted with 15-20 staff and members in 4<sup>th</sup> Quarter. All intend to be mentors in the future and run the program out nationally.</p>
3.2 Develop training program for Board, Regional & Program Teams to support them in their roles and legal obligations.	Governance, Compliance & Risk Officer	Q4 2021	Training needs identified. Training programs developed, with evaluation systems	Some training was provided by Governance, Risk & Compliance Officer. Further training needs to be identified and commitment by Board required
3.3 Continue & expand delivery of Organiser & Recorder & Leadership training to our members through using technology and traditional training methods.	NPC	Each region to deliver 6 O&R meetings per annum and 4 Leadership meetings using technology and blended format post Covid.	O&R's & Leadership meetings take place and evaluations completed.	<p>Development work continues, on Mentors Handbook for Leaders to roll out in both f2f and online format.</p> <p>Work has commenced on designing Leaders Meeting training to be run out in 2022.</p> <p>Delivered MHFA training to all new staff and O &amp; R to support leadership in Grow groups and support our info line personnel. During 10 new staff and Grow members have been trained in MHFA on our pilot MHFA online program. Awaiting feedback from Grow members following completion of the pilot programme.</p> <p>This may be offered to new O and R's into the future as per action 3.2 (developing training</p>

## GROW IN IRELAND

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Action	Responsibility	By When or Target	Measure of success	Progress
				programmes for Board, Regional and Program Teams to support them in their roles and legal obligations.
<b>3.4</b> Identify Mentors to support the role out of updated Leadership Course. Mentors can be seasoned Grow members or staff.	NPC	Q3 2021	Mentors identified and received training in mentoring. Training can be accomplished through LinkedIn	15-20 people, both staff & members have been identified & are undertaking training to roll out the Leadership Course in 2022.
<b>3.5</b> Delivery of blended training program to Grow members & staff on the updated Leadership Course	NPC	Q4 2021	Training delivered and evaluated	The Management team are becoming familiar with the Leadership Course through presentations at Management meetings. This has also been recommended to the Board of Directors.
<b>3.6</b> Ensure robust, safeguarding systems in place to protect members, Volunteers, organisational reputation, staff and public confidence.	Governance, Compliance & Risk Officer & HR	Q3 2021	Safe-guarding systems in place and operational	Health & Safety Committee and Policy Committee reviewing and updating policies where necessary



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### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

## Goal 4

### Improve internal and external communications.

Action	Responsibility	By When or Target	Measure of success	Status
4.1 Deliver a consistent message through a variety of media including social media, health correspondents & publications & traditional press regional and national	Fundraising, Marketing & Communications Manager	Continuous process	Public recognise Grow brand and messaging	All old, branded material recalled. Humans of Dublin & Bus Eireann promotion picked up on various media platforms
4.2 Increase Social Media Activity using analytics to gain insights.	Fundraising, Marketing & Communications Manager	Continuous process	Increased understanding of analytics enabling improved engaging content and engagement.	Monthly reports produced for website, Instagram, Facebook. Analysed by Comm Teams and submitted monthly to HSE
4.3 Continued updating & development of website with engaging content	Fundraising, Marketing & Communications Manager	Continuous process	Increased traffic on website	Increased traffic to website which is measured by goggle analytics. Content updated regularly with blogs & podcasts.
4.4 Set up Crisis Communications Committee	Fundraising, Marketing & Communications Manager	Q4 2021	Team identified and terms of reference agreed	Deferred to 2022
4.5 Continue developing Newsletter and Blog Content and put in place committee to support the work	Fundraising, Marketing & Communications Manager	Q4 2021	Committee set up and agreed terms of reference	Eastern Region Newsletter & West successfully operating. Other regions coming on board. Blogs will be a feature of 2022

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4.6 Improve internal communications	Regional Mangers	Q4 2021	Stakeholders are informed of decisions at different levels within the organisation providing opportunities for a two-way flow of communication and increased stakeholder engagement.	Chairman communicates with Regional Chairs after each Board meeting. CEO communicates to Management & Staff after each Board Meeting.
4.7 Rebrand Limerick Office to reflect new brand image	Communications, Fundraising & Marketing Manager	Q2 2021	Branding completed on office	Rebrand completed on Limerick Office

## Goal 5

### Strengthen Governance and Accountability.

Action	Responsibility	By When or Target	Measure of success	Status
5.1 Board Membership will include external members who have skills to enhance and strengthen the strategic direction of the organisation.	Chairperson of Board	Q3 2021	External Board Members recruited	New Board members recruited in 2021 external to organisation with a prospective board member coming on in 2022
5.2 The Board will work within the requirements set out by the Charities Regulatory Authority, Employment Law, Health & Safety Act, and other legislative requirements as set out in law.	Chairperson of Board	Q4 2021	Policies available, Compliance with Governance Code	CRA, CRO & RBO returns all up to date.

## GROW IN IRELAND

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5.3 Regional Team membership will include external members who have skills to enhance and strengthen strategic direction of the region and organisation.	Chairperson of Region	Q4 2021	External Regional team members recruited	One regional team has appointed an external Chair to their team
5.4 Establish Regional Team in the North East	Regional Manager	Q4 2021	Regional Team Members identified & training completed	No Regional Team Set up. Suggest the Board set up an acting Regional Team with 2/3 Members of the Board sitting on it with the assistance of CEO & NPC in 2022
5.5 Update Bye-Laws with consideration given to outcome of work of the Roles & Responsibility Committee	Governance Risk & Compliance Officer	Q4 2021	Bye Laws updated	A report will be forwarded to the Board with recommendations. This report will be coming from the new Governance, Risk & Compliance incumbent.

### Many other projects have been undertaken during 2021 that were not covered in the above operational plan

New HR legislation has been introduced in 2021 and HR have introduced new policy to ensure compliance which includes the reinstatement of the Grow policy committee

- Right to Disconnect
- Right to request flexible working
- Working Safely Protocols to underpin safe practice resulting from virus transmission
- Flexible working Policy and Pilot
- Parents Leave
- Recruitment and Selection policy
- Parental Leave
- Paternity leave

HR have supported the Office resources available in Swords through building local networks with Valley Projects Community Employment Scheme and TUS. Currently we have 4 people supporting Grow through these schemes. HR now sit on the board of Valley Projects CE scheme and has undertaken the role of Treasurer.

#### Recruitment

HR have worked consistently this year on Recruitment and Selection to maintain services to our members replacing staff who have left and filling new roles. HR have moved the interview process onto zoom where it is deemed unsafe to meet Face to Face due to virus transmission. Successfully on boarded all new starters with



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support from various line managers and colleagues. Supported a rebalancing of the financial situation in Grow Southern Region by working with the regional manager to review aspects of terms and conditions and supporting them through implementing change. Supported the reallocation of one employee to another region as well as supporting colleagues on many aspects of managing people

There have been challenges and frustrations throughout the year, however despite this Grow HR continues with its Quality Improvement Plan, working towards ensuring good practice and compliance with the law while supporting Grow in its overall development plan and its vision of 'Recovery for All'

#### Induction Training

The NPC expanded the Area Co-Ordinator (and to other newly appointed within Grow) induction process to include 6-week training in the Group Method and the Grow Program. Two training events have taken place during 2021. Most new Staff from 2021 and 2020 and other interested staff members including management have participated in this training. The aim of this process is to ensure that all staff members have a good understanding of the Grow Program and to ensure the quality of groups nationwide.

#### Pay Restoration

Following a conciliation conference held under the auspices of the WRC on 9th December 2020, an agreement was reached whereby the HSE were able to offer pay restoration to Section 39 organisations. In July 2021 Grow received notification from the HSE that they were successful in their application to be included in the Pay restoration process. This presented a most welcome opportunity for Grow to acknowledge all the hard work and dedication of staff in the pay they receive whilst also mitigating the risk associated with high staff turnover due to the low salary structure.

## Grow groups

During 2021, most Grow meetings took place online due to Covid-19 restrictions. Since July 2021 there has been a gradual return to holding face to face meetings in accordance with public health guidelines. As at 31<sup>st</sup> October 2021, approximately 58% of Grow groups were back holding face to face meetings. It is anticipated that a blended service will continue with a supplementary online platform continuing for those who prefer to meet virtually. Some Grow members struggled with the online platform due to lack of IT skills, the broadband infrastructure around the country and the lack of IT equipment was also identified as a block to accessing support. The lack of IT equipment was addressed by securing a grant from the HSE for the purchasing of tablets which gave people the opportunity to avail of online groups. Conference equipment was installed in both the Kilkenny and Limerick offices funded by Comic Relief funding. Additional telephone support was given to Grow members on a one-to-one basis if they couldn't avail of online services. Calls were focused on the Program and giving members' pieces of the program as well as task to be completed by the following week.

Early intervention is key to preventing problems from becoming more serious and reduces the likelihood of secondary effects such as break ups, drug, and alcohol issues. The longer people delay in seeking help and support the more prolonged their recovery can be.

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The year saw over 1163 people contact Grow in relation to online groups which resulted in one in every two people joining a group. This also resulted in an increase of our new online groups by 33% from 2020.

By the end of 2021:-

- The total number of Grow Groups held in December was 88. Most of these were face to face groups (52). The remaining 36 groups were: 34 online groups, 1 Special Group; and 1 Prison Group.
- A total of 234 Grow meetings were held in December. The breakdown of Grow meetings by type of group was as follows: Online groups (51); Community groups (177); Special Group (3); and Prison (3).
- Average weekly attendance in December was 5.2 which is a slight increase on Q3 figures of 5.17.
- A total of 30 first timers were recorded in December, 2/3rds of whom attended new online groups and the remaining 1/3rd attending face to face groups.
- Attendance by Area Co-ordinators was 76% which is a slight decrease from Q3 figures of 83%. This can be viewed as a positive sign that groups are confident to return to peer led support. Attendance by Organisers was 66% and that of Recorders was 59%. These figures remain consistent with Q3 figures.
- The average meeting score was 8.3, which increased slightly from 8.05 in Quarter 3.

## Organiser & Recorder meetings

As confidence grew on the online platform, Organiser & Recorder & Leadership Meetings were delivered via Zoom. During 2021 thirty-one Organiser & Recorders meetings took place along with seven Leadership meetings. The average attendance at each meeting was 11 members. Organiser & Recorder meetings allow for engagement and discussion on various topics. Many of the discussions included segments from Grow's Recovery Program giving deeper meaning and understanding which supports groups.

## Leadership Programme

Grow Mental Health's leadership course was updated by the National Program Team in 2021. By undertaking this Leadership Course people will understand the importance of leadership roles and be inspired to take on the challenge. There are 6 modules in this new improved course. Each module is introduced by clearly defined aims and objectives. This course is designed to illustrate all kinds of leadership. Grow as an organisation enables its members to successfully undertake the journey of life. When we take on board the various Grow leadership roles, we learn how to navigate through all kinds of personal obstacles, as we

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progress we become successful Grow members who will in turn encourage and help others embark on the same journey.

## Branding & New Program Book

The year got off to a promising start with the official launch of Grow Mental Health's new look and program book on January 27th. Due to the Covid-19 restrictions, this launch took place online, with the release of a branding video, followed by a short celebratory video on the new program, which included a wonderful collage of staff, members and friends holding up their favourite pages.

It was a day of hope, wisdom and encouragement, which was preceded by the sharing of the five determinations from the Grow Program on social media. The spirit of the organisation was captured in the photos and quotes which were shared by our members and friends- highlighting just how important the program is to everyone in their daily lives.

### Fundraiser

Since Covid began in 2020 the landscape for fundraising changed dramatically with traditional fundraising methods such as street collections all but ceasing overnight. This continued into 2021. However, fundraising initiatives continued with virtual marathons and walks to create awareness about Grow but also to raise much needed funds. Members of the public generously gave of their time to fundraise for us during lockdown. Following on from the 2020 Bus Éireann Christmas Campaign, Bus Éireann's Expressway supported Grow Mental Health again with free advertising on a number of double decker buses in Galway, Waterford, Cork and Limerick. Grow Mental Health's first national fundraising activity of 2021 took place on Easter Sunday, April 4th, and the public was invited to join in. Supported by our friends in Expressway, the idea was that we all wear yellow to celebrate Spring after a very difficult, long winter and get out walking safely with others in our household for just 30 minutes on Easter Sunday.

The aim was twofold:

- To help with our own mental wellbeing and to give our supporters the chance to walk with us.
- The registration donations would raise funds to support the delivery of our weekly nationwide peer support groups.

The walk received huge support online with some of Ireland's key influencers promoting it on our behalf- including the Minister for Mental Health, Mary Butler. Hundreds of mental health supporters around the country signed up and tagged us in pictures of themselves enjoying the day. Over €5,000 was raised for Grow Mental Health and Bus Éireann kindly agreed to match the total with a corporate donation of €5,000.

Bus Éireann continued their partnership in the Autumn by hosting a Grow Mental Health Exhibition in Busarus. The exhibition was displayed in the main hall of Busarus and was on view for all passengers travelling through Busarus during October before moving to other depots around the country. The theme of the exhibition was



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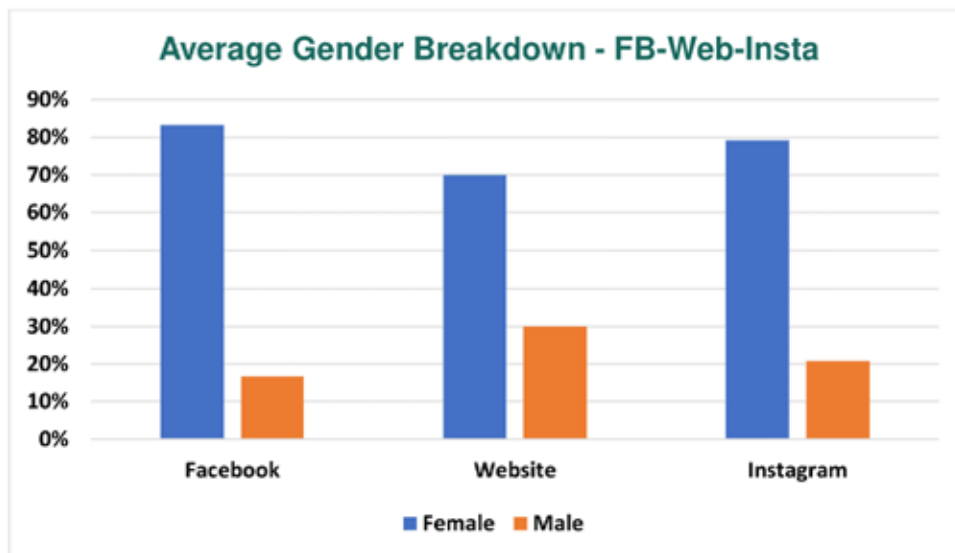
### DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

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'Together we are getting somewhere' and featured seven Grow members recovery stories. Grow Mental Health and the autism charity AsIAM were honoured to be selected as joint beneficiaries in the Charity Sale of Oil Paintings by Mr. Sandeep Kumar, the Indian Ambassador to Ireland on September 7th.

## Website & Facebook Performance

During 2020 The HSE requested analysis of our website on, a monthly basis. This became part of our reporting structure to the HSE from 2021 along with more financial and evaluation reporting.



**Fig 1** shows that females tend to engage more on social media than on website however by comparison females engaged far more than males on all platforms. However, it is interesting to note that when we look at worldwide performance of Facebook it is males who engage far more on FB than women. It is important to note that this data is generalised across millions of users. It serves as a starting point for Grow to figure out who can be reached most easily through which platforms.

From an organisation perspective it is important we understand what type of content we need to produce in order that it is relevant to both male and female and across different age profiles.



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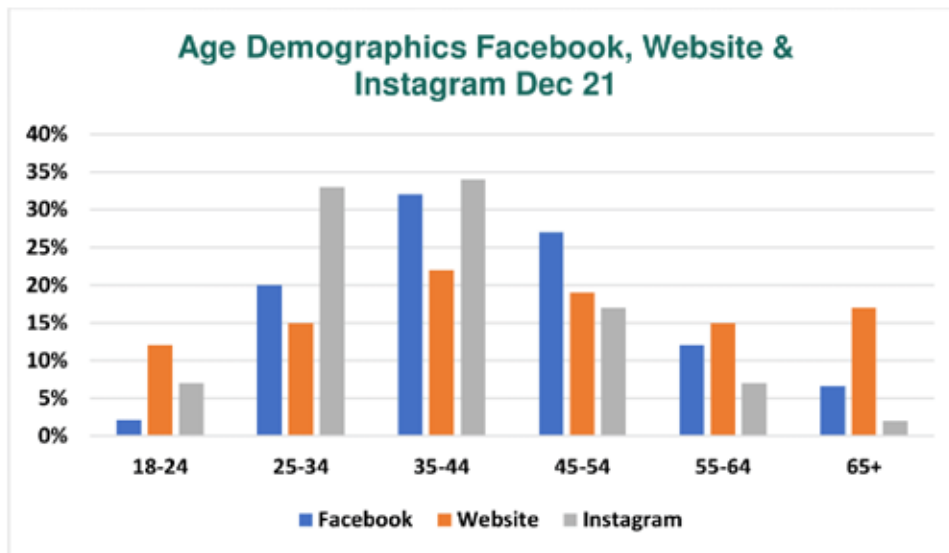


Fig.2 shows the average age profile of those engaging on our Website, Facebook and Instagram platform.

## Website

### Website User Session

Is defined as the activity that a user with a unique IP address spends on a Web site during a specified period of time. The number of user sessions on a site is used in measuring the amount of traffic a Web site gets. On average Grow had **3,325 Website User Sessions per month**.

### Page Views

Page views are generated by the same user during the same session. When a user visits a web page once or even multiple times during a specific session, it is counted as a unique page view. Page views gives insight into how effective the site content is at keeping visitors on the site and engaged. The industry standard is 2 pages per session. The goal is to keep users engaged, nurture their interest, and get them to take the next step. More pages per session often indicates that your users are highly engaged and willing to explore more of the site.

Over the year Grow averaged 4.4 pages per session which is double the industry standard. Through the development of compelling articles, internal linking, and engaging content design, the total number of pages viewed has increased. This has increased substantially since 2020 which averaged at 2.5 pages per session.

### Average Session Duration

Google Analytics calculates average session duration by dividing the total duration of all sessions (in seconds) during a specified time frame by the total number of sessions during that same time frame. During 2021 the average session duration is 1.79. A good session per user is anything more than 1.6. Some months during the

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year went up to 2.29 whilst other months went as low as 1.33. Overall Grow performed well. However further analysis would be needed to understand why session durations dipped in some months and rose significantly higher in others.

#### Facebook

Engagement is one of the most important Facebook metrics an organisation can track. Engagement is a sign that people like the content we are sharing. But another reason engagement is so valuable is it may give your posts more exposure to your audience. Over the lifetime of our Facebook page, we have a total of 14,589 people who have liked our Page. (Unique Users)

#### Engaged Users

Engagement measures the number of times someone acted on our posts. That could mean clicking a link, sharing our post, making a reaction, or leaving a comment. Our Facebook Page had an average of 31,272 unique monthly users over the year. Grow's average engagement rate is 4.93% percentage. The average Facebook engagement rate is 3.6%. Over the last year Grow's Facebook page has performed very well against industry standards.

#### Viral Reach

According to Facebook, reach is the number of unique users who had any content from our Facebook Page or about our Page enter their screen. It is the count of Facebook users who come into contact, with the Grow brand on Facebook. During 2021 Grow had a monthly average 264,098 unique users who had any content from our Facebook Page or about our page enter their screen.

#### Impressions

While commonly confused with reach, impressions are the total number of times our content could have been seen. If impressions are higher than reach, it is a sign that our audience is viewing our content multiple times. Increased impressions will lead to increased engagement. The average monthly impressions over the last year was 1,764,179. This is a total count which means that users have viewed our content multiple times.

#### Consumers

The average number of monthly consumers was 22,215. This is the number of people who clicked on any of our content. These are unique users who have come engaged with our Facebook Page.

Overall, our Website, Facebook page are performing well. Work is required on the development of Instagram, Twitter, and YouTube. Grow is relatively new to these platforms and continues to develop engaging content to extend our reach and brand. The performance of all platforms is depended upon engaging content and fresh updates on a regular basis. No analysis has been done on Twitter, YouTube, Instagram, or LinkedIn. The challenge is to keep all social platforms fresh and engaging and relevant as to what is happening around us. Grow does not have dedicated personnel to keep all social media platforms updated. With brand awareness comes greater expectations, needing more engaging material and responses to what is going on in the mental health arena.

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#### Financial Review

The Surplus for the year amounted to €57,010 (2020 – surplus €122,826). At the end of the year, the charity has assets of €1,612,181 (2020 - €1,466,083) and liabilities of €307,470 (2020 - €218,382). The net assets of the charity have increased by €57,009.

Reserves are required to bridge the gap between the spending and receiving of income and to cover unplanned emergency and other expenditure. The Board consider that the ideal level of reserves would be six months operating expenses of approx. €971,333 based on 2021 budgets. The bulk of the reserves are held on deposit with some monies held in current accounts. The main funding source is through Health Service Executive funding which is restricted to funding our core services. In 2021 over 80% of our funding came from the HSE. Through restricted funding received each year from the Probation services GROW operates a weekly group in Arbour Hill.

Traditional Grow fundraising activities were once again curtailed this year due to COVID-19. Street collections were down by 100% as well as Voluntary Contributions down 75% compared to pre Covid figures. However the recruitment of a dedicated fundraising person in 2019 has seen an increase of 68% in other areas of fundraising such as the Easter virtual walk and the Bus Eireann campaign. In the main fundraising and donations are unrestricted and therefore allows the organisation to support members in their development and training along with piloting projects. Grow is signed up to the Statement of Fundraising Principles.

Several successful grant applications in 2021 allowed Grow to upgrade IT Systems and invest in Conference equipment and tablets for Grow members.

#### Pension Fund

The organisation operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations. The contributions are recognised as an expense in the Statement of financial activities when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. Pension costs amounted to €19,641 (2020 - €16,749).

#### Challenges and Risks

At Grow, we define risk as anything that can adversely affect our ability to achieve our objectives to support Grow members, sustain our operations, maintain our reputation, or meet regulatory requirements.

We see risk as being inherent in what we do and the decisions we make. We seek to understand the risks we face or create and plan to operate within an acceptable level of risk-taking.

#### Global Pandemic

The Board have taken into consideration the existing and anticipated effects of the pandemic on Grow's activities and finances in the assessment of the appropriateness of the use of the going concern basis.



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While the ongoing nature of the situation means it is not yet possible to accurately quantify the full financial impact, the organisation is in a good financial position to help manage this risk.

Infrastructure was put in place to allow staff to work remotely. Our key priority is to ensure, as far as possible, that our groups and supports were still available.

#### Impact on the charity sector

The pandemic and the reaction to it has caused several operational issues for Grow, including:

- The ability to fundraise, including events being postponed such as Regional & National Weekends
- The ability for Grow members to meet up socially as part of the Grow Recovery Program with social distancing measures in place
- Access to group venues with social distancing measures in place
- Impact of high level of staff working remotely,
- IT infrastructure and related supports
- (PPE) and supplies for those operating in face-to-face in groups and offices

At this point in time the financial position and performance of Grow has not been materially affected as result of the pandemic. Our groups and supports continue to run in a stable manner, despite changes to our working practices because of government and public health restrictions. We are indebted to the HSE, generosity of the public and our corporate partner for their continued support during these unprecedented times.

The overall impact of the pandemic is unlikely to be known for several years. But it is undeniable that the landscape both in terms of service delivery and service demand has changed significantly.

Increase in demand for support groups will place the organisation under pressure in terms of human and financial resources. This can only be addressed through increased funding to meet demands. The way in which mental health services will be delivered in the future will continue to change. The online platform has and will continue to change the way Grow operates.

#### Future Developments

Following a comprehensive review of the Organisation in 2021 Grow are finalising the details of its 2022 – 2024 Strategy. The overall strategic thrust of the final strategy recommendations is around this sense of sustainable and managed development, enhancement, and growth. This will require a carefully considered staged approach, every year building on the previous. It is all about the members and Grow striving as an organisation to be the best that it can be to support them. The strategic pillars are what supports and upholds the mission, vision, and values and from where the objectives and goals are formed. Everything that Grow represents is centred around an individual's journey, their narrative, their story. The three core strategic pillars that support the 2022 – 2024 Strategy are:



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#### **Pillar one**      **Building the Story**

Building the story is about reach, growth in numbers, growth in audience diversity, digital optimisation. Strategic Outcome: The support offered by Grow is accessible to whoever needs it.

#### **Pillar two**      **Telling the Story**

Telling the story is about providing opportunities for the stories to be told, supporting the telling of those stories through training, social media content production, multi-media narrative exploration (e.g., podcasts, documentaries, PR campaigns, fundraising events, and promotions). Strategic Outcome: The support offered by Grow is known/seen/heard.

#### **Pillar three**      **Owning the Story**

Owning the story is about Grow developing its voice/profile as a public contributor/expert, ensuring that everyone at Grow is on the same page (organisational synergy) and that the proper organisational structure is in place to deliver on the overarching goals and aims. Strategic Outcome: All at Grow take responsibility to evolve, innovate and develop sustainably and collectively as an organisation so that they can continue to provide much needed supports for members.

These strategic pillars and objectives firmly place the story of the member at the heart of the strategy for Grow, meaning that everything else can develop from this.

These pillars anchor the strategy for the organisation. They suggest an inclusive and collective approach for goal setting and implementation.

#### **Director's Interests**

None of the directors had any interests in any contracts entered by the organisation during the year.

#### **Accounting Records**

The measures that the Board have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 regarding the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at Apt 5, Forrest Mews, Forrest Road, Swords, Co. Dublin.

#### **Statement of Relevant Audit Information**

In the case of each of the persons who are directors at the time the Directors' Report and Financial Statements are approved:

- (a) As far as the directors are aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- (b) Each director has taken all steps appropriate to make themselves aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of Section 330 of the Companies Act 2014.

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**Subsequent Events**

There have been no significant matters affecting the company post the financial year.

**Exemption from Disclosure**

The charity has availed of no exemptions, it has disclosed all relevant information.

**Funds held as custodian trustee on behalf of others**

The organisation does not hold any funds or other assets by way of custodian arrangement.

**Political donations**

The charity did not make any political donations during the year.

**Going Concern**

The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Therefore, they continue to adopt the going concern basis in preparing the annual financial statements.

**Auditor**

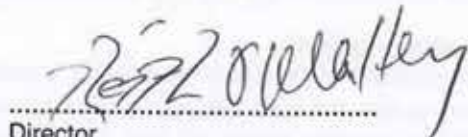
The auditor, Crowe Ireland, is eligible to continue in office in accordance with Section 383(2) of the Companies Act 2014.

This report was approved by the board and signed on its behalf.



Director

Date: 26/3/2022



Director

Date: 26/03/2022



# January

## Minister for Mental Health, Mary Butler TD celebrating Grow's Official launch

Grow Mental Health launched its new look and program book on January 27th 2021. The official launch was celebrated by the Minister for Mental Health, Mary Butler TD, who held up our program book with great pride as a mark of support.



HSE  
Mental Health  
Engagement  
& Recovery



### Pilot project launched in Galway

The HSE Community Healthcare West office of Mental Health Engagement and Recovery in collaboration with Galway Local Forum announced the opening of a new out-of-hours mental health support for Galway City and surrounding areas.

The project, which is currently being delivered online due to Covid-19 restrictions, was developed by members of the Galway community who have lived experience of mental health challenges.

### The official Launch of Grow's New Look and Program Book

The official launch of Grow Mental Health's new look and program book was on January 27th 2021.

Due to the Covid-19 restrictions, this launch took place online, with the release of a branding video, followed by a short celebratory video on the new program, which included a wonderful collage of staff, Grow members and friends holding up their favourite pages.

Grow Mental Health would like to thank all who got involved in the celebration of this monumental moment for the organisation.

### Lauren of Ireland raise funds for Grow

Lauren Ross, a.k.a Lauren of Ireland on Instagram, walked 300km in December to raise €1,500 for Grow Mental Health and Aware each. About €3,000 was raised in total.

Her uncle passed away in 2007 and she knew his Dundalk Grow Mental Health Group had been a massive support to him during his life. So she decided to give something back.

She walked 15km some days and documented her whole journey on Instagram. Thanks so much Lauren, your support has made such a difference to us.



## Bank of New York Mellon Team raise funds for Grow

The Bank of New York Mellon team raised €950 for Grow Mental Health with St Francis Hospice by committing to walk 100km in January. A huge well done to all involved and thank you for supporting the work we do with those struggling with mental health challenges.



### Brian Kennedy makes donations to Grow

Brian Kennedy is a great writer who is donating €1 of the sale of every Bagatelle book to Grow Mental Health.

He has been interviewed on several national stations recently and has taken these opportunities to highlight his fundraiser initiative for Grow Mental Health.

A big thank you to Brian, who raised €500. We really appreciate all you have done, and continue to do, for us at Grow.



### Friday Nights Miscellany at Grow

In these days of Covid and lockdown, we are all suffering from a lack of outlets and opportunities to socialise. Therefore, Grow Mental Health held series of National community events on Zoom to help us avoid isolation.

The events took place monthly. In January, we started a Public Speaking course for Grow members.

The next event took place on Friday, February 26th at 7.30 pm. It was a Storytelling night hosted by Mike Watts.



### Carrick on Shannon Tesco Community Fund

A cheque for €333 was presented to Grow Mental Health Roscommon Area Coordinator, Theresa Brennan by Tesco in Carrick on Shannon through the store's Blue Tokens initiative.

Theresa applied for the funding last February to raise money for Grow Mental Health in her local area.

Theresa's two groups in Castlereagh and Boyle are doing well, despite the majority of members not being able to access online meetings.





# March

## Rob Stephen made his mark on March with a rhyme a day

Congratulations to Rob Stephen, who has surpassed his fundraising target with a grand total of over €1,200 so far. His innovative fundraising idea brought fun and merriment to all and he even inspired others to post their own short limericks. From all at Grow Mental Health, thank you Rob!



### The Saint Patrick's Day Show

The St. Patrick's Day 12th Step event was hosted by the Midlands Region for Grow members from all regions in the country.

63 Grow members participated in the event. The afternoon's entertainment consisted of ukulele players, guitars, tin whistles, storytellers, poetry, and lots more fun.

The MC for the afternoon was the Area Coordinator in the Midlands, Michelle McCormick, and supported technically by Alan Keaveney from the Western region.

### Eastern and North-Eastern Regions create a childhood collage

Our mental health journey starts on the day we enter the world. Just like our physical health, our mental health needs to be nurtured every step of the way; at first by our parents and families, then by ourselves.

If parents placed more emphasis on the mental health of their children, it would create a ripple effect throughout the entire family and community. With this in mind, members of the Eastern and North-Eastern Regions put together this collage, to symbolize the importance of acceptance, encouragement, and nurturing of positive mental health in childhood.

### Wicklow Tesco Community Fund

The Wicklow Grow group was nominated and awarded with Tesco Community Fund, Blue Token, a cheque for €333.33.

Even though Blue Tokens have been removed from Tesco stores nationwide due to Covid 19, the management of Tesco store in Wicklow Town recognized the importance of Grow Mental Health support group available in the community.

The cheque was posted to Izabela Morris, the Area Coordinator of the Eastern Region.



## Captain Tom and Breda during the #YELLOWWALK

Grow Mental Health's first national fundraising activity of 2021 took place on Easter Sunday, April 4th. The public was invited to join in and supported by our friends in Expressway. Well done also to Captain Tom and his wife Breda from Dungarvan, who joined in the #YELLOWWALK celebrations on Easter Sunday.



### Virtual 5km in Memory of Phyllis

A virtual 5km walk/run in memory of Phyllis, a dear, long-standing member of our Ballyfermot support group, took place on April 11th, 2021.

We sadly lost Phyllis in 2021, and she is deeply missed by her family, friends, and fellow Grow group members every day.

So to remember Phyllis on her birthday, her family had asked that we run or walk for Phyllis' 5km Birthday Virtual walk /run on April 11th and share photos on the day.

### Step into Spring Challenge

The Seetec Mover's Ireland completed a Step into Spring Challenge in aid of Grow Mental Health.

The Seetec Step into Spring fundraiser began in late February and ended on March 28th, raising over €1,100 for Grow Mental Health and Aoibhneas Domestic Abuse Support for Women and Children.

Over two hundred employees participated in the challenge. Thank you so much to Joanna Mc Sweeney and all the team at Seetec for their support.

### Step 8 by Sr Gertrude Howley

Grow Mental Health Regional Chairperson, Gertrude Howley delivered an eye-opening workshop for our YouTube series.

Sr Gertrude Howley, explored Step 8, 'We learned to think by reason rather than by feelings and imagination.'

The YouTube series was opened to anyone interested in sharing their story on video or to nominate someone suitable.





May

## Fundraiser in honour of Robert Duffy

The late Grow Southeast member Robert Duffy was at the heart of a wonderful Facebook fundraiser, organised by his daughter Eimer Foley. Raising over €1,600, supporters walked 100km each in the month of April, May and June in honour of Robert, who passed away in 2020.



**Virtual Regional Weekend Agenda 2021**  
North West and North East Regions.

Adhering to Covid-19 Regulations, this year we see two Regions come together to share the Virtual Regional Get Together on Friday the 11th June and Saturday the 12th June.

We have a busy weekend lined up. We encourage you to attend the whole weekend if possible. Full attendance will give you an opportunity to enter our draw for a wonderful prize. We intend to attend the next Regional weekend.

There is no need to register, simply let your AC know you'd like to attend and click on the link of the workshop at the starting time. If you have any questions, please get in touch with your AC. Looking forward to seeing you all.

**Friday the 11th June**

Start Time	Workshop Description	Workshop Facilitator/Speaker	Zoom ID
7:00pm	Opening	Andree Best	123456789
7:30pm	Spirituality	Mary Alexander	987654321
8:30pm	Online Grow Groups	xxxx and xxxx	111111111
9:30pm	Music and Reiki-Inspired	Jacqueline, Jane	222222222

### Pranic Healing Charity Ireland donates to Grow

Southern Region Administrator, Susan Crowley, accepted a cheque for €5,000 from Martyna at Pranic Healing Charity Ireland.

Pranic Healing Charity Ireland's mission is to help alleviate suffering by empowering people with self-development tools through support, educational programs and charitable services.

These funds have been a major boost to the region and we are deeply grateful to the Pranic Healing team for providing this generous support.

### Visage Hair Salon walks for Mental Health

The Visage Hair Salon Ballincollig, Cork made donations to Grow Mental Health after they walked one million steps for mental health and shared their progress online.

Grow Mental Health Southern Region Administrator, Susan Crowley, gratefully accepted a cheque for €1,000 from Eileen, Gemma, Amber, Shirley, Leanne, and Leslie of Visage Hair Salon.

The ladies went above and beyond to support us and we salute them all for their dedication to the cause.

### North East Region Social Evening

The North East Region held a social evening on May 10th to mark the beginning of Mental Health Awareness week which was hosted by Area Coordinator Louise Carrol.

Grow members brought a cuppa and a short story about a person, place, or moment that had brought joy to their lives.

The evening was a huge success and gave members a sense of connection and understanding around the Grow program and was helpful for us all to get to know each other a little better.



## Unveiling the new Grow Mental Health Posters

Grow Mental Health was delighted to launch a suite of new awareness and member recruitment posters. The posters were developed with the objective to engage public interest and convey the Grow Mental Health's mission with people struggling with their mental health.



### Northeast/Eastern meet up at The Botanical Garden

Grow members from the North east and Eastern Region gathered at the beautiful Botanical gardens in Glasnevin, Dublin for the 12 steps meet up on June 28th 2021.

Some newer members who had joined via Zoom during the pandemic, were now meeting their Grow friends for the first time in person.

Time was taken to enjoy the peace and tranquility of the Botanical garden. Members enjoyed the day so much that before leaving they all agreed to meet again towards the end of July.



### Jonathan shares His Story with Humans of Dublin

Grow Mental Health member, Jonathan was interviewed by Humans of Dublin and his story received a remarkable reaction from readers.

Jonathan suffered with mental ill health and had his first psychotic episode in his third year in college.

He really struggled before he found a Grow Mental Health Group. In the story Johnathan shared, he said with Grow Mental Health, he felt a sense of comfort being there and also heard a sentence in those early meetings that really helped him to stick to the programme.



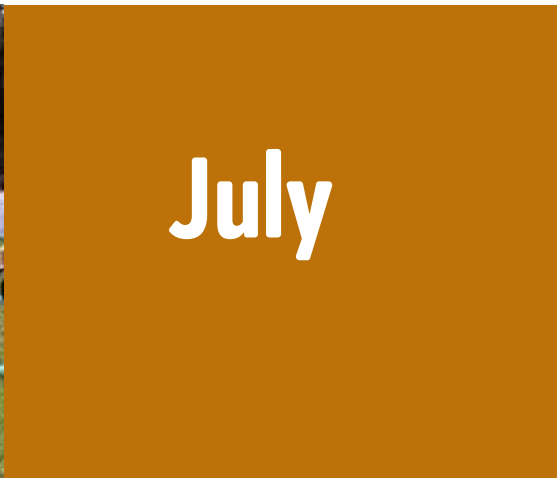
### Pride in Grow's Personal Value

Inclusion of all people is the first and foremost value held by Grow Mental Health. Anyone over the age of 18 is warmly welcomed at our meetings - no matter what their sexuality, gender, race, or economic status.

As June is Pride Month, we were blessed with a wonderful opportunity to remind our friends and members of this very important fact.

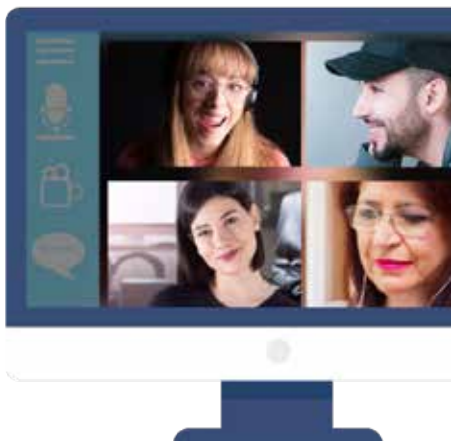
This month, we radiated the rainbow colours with the same joy we felt when a new person entered one of our support groups.





## Yoga in the Park

A big thank you to Carmel at Yogazone from the Southern region! Yogazone, Carrigaline, Cork, facilitated Yoga in the Park for Grow Mental Health on Saturday July 24th for the 4th year running. Due to Covid, it was a small gathering but we were delighted to have got a donation to the Southern region. Many thanks to Carmel the owner and her instructors for her kind gesture helping charities while they work out.

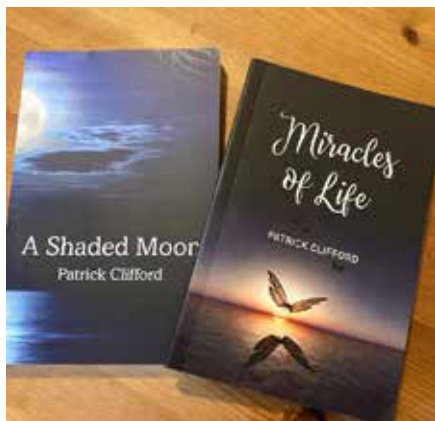


### Midlands & Eastern Regional Weekend

On Friday 23rd and Saturday 24th of July, Grow members from the Midlands and Eastern region came together for their Annual Regional weekend.

This year, due to Covid restrictions, the event took place on zoom. Attendance for both days was excellent and there was great participation from the members.

It was wonderful to meet everyone from both regions and for the first time this year to meet new members who had joined Grow Mental Health online.



### Patrick releases two books

Patrick Clifford a long-standing Grow member, released two new volumes of poetry books titled *Miracles of Life* and *A Shaded Moon*.

After battling addiction and poor mental health for a couple of years, Patrick began to get well and started increasing his value system. He practiced creative writing and was encouraged by a friend to publish a book.

The Grow Program and Grow meetings helped to inspire and influence him as a writer.



### Meath GAA thanks Grow Mental Health

Meath GAA sent a wonderful message of thanks to Grow on the success of the Let's Talk about Mental Health, Wellbeing, and Supports webinar held on April 14th 2021.

North East Regional Manager, Martin Cadden represented Grow, along with other speakers from the HSE, Mental Health Ireland, Jigsaw, Shine, and Pieta House.

Meath GAA were blown away by the positive messages on Grow's services and support for people who may need assistance.



# August

## Mike Watts shares His Story with Humans of Dublin

Mike Watts shared his story with Humans of Dublin which received a phenomenal reaction from readers. He suffered with mental health challenges from his early teens, and could never articulate it because he didn't know what it was. Mike often mentions a line given to him by someone in his Grow Mental Health peer support group. He found it so useful and it helped him immensely. Just by accepting that he was just shy, he began to become less shy.



### Grow members out and about

A 12th step picnic in People's Park, Dun Laoghaire was organised for Eastern Region Grow members on August 31st 2021.

Eleven members from five different groups in the region along with Area Co-Ordinators Clare Murphy and John Farren met up at 2pm and enjoyed a chat over crisps, popcorn, chocolate and biscuits.

The sun came out for a little while, but at 4pm the wind was a little too cold and it was time to go home for a cup of tea to warm up.



### On your bike for Grow Mental Health

A huge well done to John Penny and Stephen Lappin who cycled the Ring of Kerry during the August Bank Holiday weekend in aid of Grow Mental Health in the Mid West.

They managed to raise a staggering €2,660, which will help us to continue to spread the Grow message to others in need.

Their donation page remained open until September 1st 2021.



### Zoom meet up with Regional Team Members

On Tuesday August 17th 2021 at 7pm, Andrea Best, Grow's National Program Coordinator and Mary Walsh, National Volunteer Coordinator, hosted a meeting over zoom with the Regional Team Members.

The purpose was to establish better communication between the Regional Teams and the Program Teams. Also, to foster stronger relationships with the Volunteers at Grow.

The meeting was well attended and was a huge success.

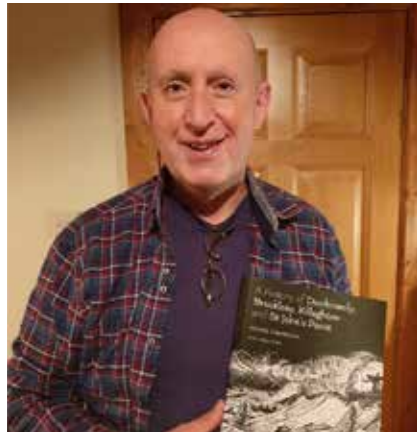
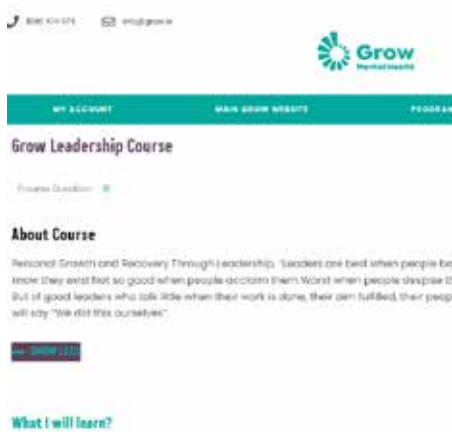




# September

## Team Grow take on the Vhi Mini-Marathon

Grow Mental Health did it once again on September 19th and we couldn't be prouder! To date, this year's Mini Marathon Fundraising Campaign total was at just under €4,000 and it is still raising daily. A huge Thank You and well done to all the fabulous Grow Mental Health ladies who helped in making the event such a success.



### Grow to develop new Leadership Course

Grow Mental Health's leadership course has been updated by the National Program Team.

Our hope is that by undertaking this leadership course people will understand the importance of leadership roles and be inspired to take on the challenge.

There are 6 modules in the new improved course. The course is designed to illustrate all kinds of leadership. Grow, as an organisation enables its members to successfully undertake the journey of life.

### Bridging the Gap to Mental Health Recovery

Michael Cunningham, a member of the Donegal Town Grow Group, for the last 26 years, published a book entitled, 'A History of Dunkineely, Bruckless, Killaghtee, and St John's Point'

Michael said that researching the book was really enjoyable with some surprising discoveries. It would appear that our ancient predecessors were Bronze Age copper miners.

So many stories are contained in Michael's book.

### Grow benefits from Charity Art Sale

Grow Mental Health and the autism charity, AsIAM were honoured to be selected as joint beneficiaries in the Charity Sale of Oil Paintings by Mr. Sandeep Kumar, the Indian Ambassador to Ireland on September 7th 2021.

The event was attended by Grow Mental Health CEO, Michele Kerrigan, Communications and Fundraising Manager, Sile Tracey and some of our valued Grow members.

Attendees purchased pieces from this incredible art collection while showing their support for Grow and AsIAM



## Grow and World Mental Health Day

World Mental Health Day was on Sunday, October 10th 2021. Grow Mental Health marked the day on regional and national levels, spread the word about the important work we're doing here at Grow. The collaboration with Expressway/Bus Éireann travelled around Ireland for even greater visibility. Pictured here are Finola O'Callaghan, Area Coordinator, Grow Mental Health Southern Region and Aled Williams, Regional Operations Manager, Expressway.



### Mental Health Awareness Event

Members of Grow Southern Region were invited to a Mental Health Awareness Event organised by The Bon Secours Hospital in Cork on Wednesday, October 6th 2021.

The aim of the event was to promote wellbeing and to raise awareness amongst staff of the vital role that taking care of one's mental and emotional health plays in the productivity, functionality, and overall wellness of the workforce.

Pictured are Grow's Area Co-ordinator Finola O'Callaghan and Audrey Callinan, member of The Bon Secours



### Charity Walk in aid of Grow Mental Health

Employees from the Quality Department of Janssen Sciences, Ringaskiddy Cork organised their October Charity Walk in aid of Grow Mental Health.

Friends of this team have experienced and benefited from the healing support of Grow's weekly peer to peer groups and this was their way of giving back to ensuring we can reach more people who may be struggling with mental health challenges.

We are just blown away by their energy, coming together as a team and raising an amazing €780 for Grow.



### Tullamore Tesco Community Fund for Grow

Tullamore Tesco organised a Halloween fundraiser in aid of Grow Mental Health.

A huge thank you to Tesco in Tullamore who donated a massive €666.00 through the Tesco Community Fund for our Grow activities in the region.





## Spreading Grow Mental Health's Message

Pictured at Dundalk bus station are Adrian O'Loughlin, Bus Éireann, Senior Regional Operations Manager, East, and Attracta McNeice, Grow Mental Health Area Coordinator, North Eastern region for the storytelling photo exhibit. A collaboration with Expressway and Bus Éireann to promote the Grow program through our very popular Storyteller Series.



### Glendalough 12 Steps Event

Eleven members of the Arklow and Wicklow Grow Mental Health group came together on Saturday, November 13th at Glendalough for a 12 Step Event.

Members took full advantage of the beautiful Autumn day by taking a walk in the magical surroundings of Glendalough, singing as they walked and pausing to take photos, before heading to the hotel for a well-earned lunch.

It was a joyful occasion, an opportunity to catch up with friends.



### Grow's Community Education Program

The last of our 2021 County Westmeath Community Education Program (CEP), commenced on Tuesday, November 2nd 2021.

The CEP continued every Tuesday evening from 7.30pm to 8.45pm until November 23rd on zoom.

Each week a qualified presenter covered different topics including Understanding & Promoting Positive Mental Health, Relapse from Addictions, Challenges in Relation to our Mental Health and Fallout from the Covid Pandemic, Balancing Stress & Anxiety with Healthy Eating Habits.



### Grow Mental Health Town Hall Event

Grow Mental Health members enjoyed the first Town Hall event in Autumn on Friday, October 29th on zoom.

The theme of the event was Storytelling. There were stories of Heroes and Banshees, humorous recitations, poetry, and music for the Grow members who joined from all the eight Grow regions.

A huge thank you to Area Coordinator, Alan Keaveney who organised most of the contributors.



## Grow Mental Health and Expressway Partnership

The Grow Mental Health and Expressway large-format exhibit in Colbert Station Limerick with Michael Crowe, Grow Area Coordinator, Midwest Region, Brian Connolly, Bus Éireann Regional Operations Manager, West and Expressway driver, Anita Kurucz. Expressway is committed to the mental well-being of their team and of the country, as we are here at Grow Mental Health.



### Grow Mental Health in the News

The Grow Mental Health's collaboration with Expressway/Bus Éireann continued to tour the country and drew quite a bit of attention.

Before Christmas, the large format exhibits featuring the stories of some of our Grow Members were in Sligo and Letterkenny. Bus Eirrean customers saw photo exhibitions of stories of recovery and hope in the bus stations.

The stories were covered in Donegallive and The Sligo Champion newspaper.

### Grow Mental Health National Survey 2021

Grow Mental Health Survey 2021 commenced to hear what members think about their Groups and how they are progressing in their journey to positive mental health.

The information obtained will be used to contribute to Grow Mental Health's future development and provide valuable insight into how members feel about their mental health.

### The 12 Calls of Christmas Challenge 2021

As we headed into our second Covid Christmas, now more than ever than ever we all needed to connect and reach out.

Building on the successful 2020 campaign, we at Grow Mental Health had asked Grow members and staff to call 12 people this December to say hello. To check in. To connect.

For far too many of us, that call was the highlight of the Christmas season in 2021.





Independent Auditors'  
Report  
to the  
Members of  
GROW in Ireland

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**GROW IN IRELAND**

**(A Company Limited by Guarantee, not having a share capital)**

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**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2021**



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**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

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**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

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**COMPANY INFORMATION**

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<b>Directors</b>	Ciaran Diamond (resigned 27 November 2021) John O'Donnell Denis Fitzpatrick Maurice McEniry (resigned 8 December 2021) Gerry Farrell Mike Watts Jeanette O'Leary Keith O'Malley Christine Fitzgerald Annabel O'Keeffe (appointed 29 May 2021) Aideen O'Brien (appointed 29 May 2021)
<b>Company secretary</b>	Audrey McLoughlin
<b>Registered number</b>	138767
<b>Registered office</b>	33 Henry Street Limerick
<b>Trading Address</b>	No. 5 Forrest Mews Building Forrest Road Swords Co. Dublin
<b>Independent auditors</b>	Crowe Ireland Chartered Accountants and Statutory Audit Firm 40 Mespil Road Dublin 4 D04 C2N4
<b>Bankers</b>	AIB Permanent TSB
<b>Registered charity number (RCN)</b>	20023294
<b>Charity number (CHY)</b>	9319

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**GROW IN IRELAND**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GROW IN IRELAND**

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**Report on the audit of the financial statements**

**Opinion**

We have audited the financial statements of Grow in Ireland (the 'company') for the year ended 31 December 2021, which comprise the Statement of Financial Activities, the Balance Sheet and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion, the accompanying financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2021 and of its net income for the year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and the provisions available for small entities, in the circumstances set out in note 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 directors' 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 company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

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**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GROW IN IRELAND (CONTINUED)**

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**Other information**

The directors are responsible for the other information. The other information comprises the information included in the Annual report, other than the financial statements and our Auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2014**

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Report is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with applicable legal requirements.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited, and the financial statements are in agreement with the accounting records.

**Matters on which we are required to report by exception**

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report.

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.



**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GROW IN IRELAND (CONTINUED)**

**Respective responsibilities and restrictions on use**

**Responsibilities of directors for the financial statements**

As explained more fully in the Directors' Responsibilities Statement on page 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors 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 directors are responsible for assessing the company'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 the management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

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

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: <https://www.iaasa.ie/Publications/Auditing-standards>. This description forms part of our Auditors' Report.

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

This report is made solely to the company's shareholders in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's shareholders those matters we are required to state to them in an Auditors' 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 company and the company's shareholders for our audit work, for this report, or for the opinions we have formed.

Signed by: Roseanna O'Hanlon  
Roseanna O'Hanlon

For and on behalf of Crowe Ireland  
Chartered Accountants and Statutory Audit Firm  
40 Mespil Road  
Dublin 4  
D04 C2N4

Date: 28 March 2022

**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Note	Unrestricted funds 2021 €	Restricted funds 2021 €	Total funds 2021 €	Total funds 2020 €
<b>Incoming resources</b>					
Incoming resources from generated funds:					
Voluntary income	4	94,534	-	94,534	54,598
Investment income	5	159	-	159	340
Incoming resources from charitable activities	7	-	1,597,517	1,597,517	1,519,912
Other incoming resources	8	19,435	-	19,435	39,864
<b>Total incoming resources</b>		<b>114,128</b>	<b>1,597,517</b>	<b>1,711,645</b>	<b>1,614,714</b>
<b>Resources expended</b>					
Raising funds		9,927	-	9,927	1,073
Charitable activities	9	-	1,644,708	1,644,708	1,490,815
<b>Total resources expended</b>		<b>9,927</b>	<b>1,644,708</b>	<b>1,654,635</b>	<b>1,491,888</b>
<b>Net incoming / (outgoing) resources before transfers</b>		<b>104,201</b>	<b>(47,191)</b>	<b>57,010</b>	<b>122,826</b>
Transfers between Funds	18	(39,552)	39,552	-	-
<b>Net movement in funds for the year</b>		<b>64,649</b>	<b>(7,639)</b>	<b>57,010</b>	<b>122,826</b>
Total funds at 1 January 2021	18	734,674	513,027	1,247,701	1,124,875
<b>Total funds at 31 December 2021</b>		<b>799,323</b>	<b>505,388</b>	<b>1,304,711</b>	<b>1,247,701</b>

There were no recognised gains and losses for 2021 or 2020 other than those included in the statement of financial activities incorporating income and expenditure account.

The notes on pages 35 to 48 form part of these financial statements.

**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2021**

	Note	2021 €	2020 €
<b>Fixed assets</b>			
Tangible assets	12	460,000	470,000
		<u>460,000</u>	<u>470,000</u>
<b>Current assets</b>			
Debtors: amounts falling due within one year	13	3,293	13,865
Cash at bank and in hand	14	1,148,888	982,218
		<u>1,152,181</u>	<u>996,083</u>
Creditors: amounts falling due within one year	15	(307,470)	(218,382)
<b>Net current assets</b>		<u>844,711</u>	<u>777,701</u>
<b>Total assets less current liabilities</b>		<u>1,304,711</u>	<u>1,247,701</u>
<b>Net assets</b>		<u>1,304,711</u>	<u>1,247,701</u>
<b>Funds and reserves</b>			
Restricted funds		505,388	513,027
Unrestricted funds		799,323	734,674
<b>Total funds</b>		<u>1,304,711</u>	<u>1,247,701</u>

These financial statements have been prepared in accordance with the small companies regime.

The financial statements were approved and authorised for issue by the board:

  
.....  
Director

  
.....  
Director

Date: 26/3/2022

Date: 26/03/2022

The notes on pages 35 to 48 form part of these financial statements.

**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

	<b>2021</b>	<b>2020</b>
	<b>€</b>	<b>€</b>
<b>Cash flows from operating activities</b>		
Profit for the financial year	57,010	122,806
<b>Adjustments for:</b>		
Depreciation of tangible assets	10,000	10,200
Interest received	(159)	(340)
Decrease in debtors	10,572	46,073
Increase in creditors	89,088	13,891
	<b>166,511</b>	<b>192,630</b>
<b>Cash flows from investing activities</b>		
Interest received	159	340
	<b>159</b>	<b>340</b>
<b>Net increase in cash and cash equivalents</b>	<b>166,670</b>	<b>192,970</b>
Cash and cash equivalents at beginning of year	982,218	789,248
<b>Cash and cash equivalents at the end of year</b>	<b>1,148,888</b>	<b>982,218</b>
<b>Cash and cash equivalents at the end of year comprise:</b>		
Cash at bank and in hand	1,148,888	982,218
	<b>1,148,888</b>	<b>982,218</b>

The notes on pages 35 to 48 form part of these financial statements.



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**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

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**1. General information**

Grow in Ireland is a national community based organisation providing support and education around emotional and mental wellbeing. It exists to provide and maintain support groups within communities and to educate the public and health professionals in the area of mental health and recovery principles. The registered office is 33 Henry Street, Limerick.

The company is a company limited by guarantee, has no share capital and is incorporated and domiciled in Ireland. The company has charitable status with Revenue. In the event of the charity being wound up, the liability in respect of the guarantee is limited to €1 per member of the charity. The company registration number is 138767.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and Irish statute comprising of the Companies Act 2014 and with reference to the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities issued by the Charities Commissioner in the UK.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the company's accounting policies (see note 3).

Grow in Ireland meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

The following principal accounting policies have been applied:

**2.2 Income**

Voluntary income or capital is included in the Statement of financial activities when the charity is legally entitled to it, its financial value can be quantified with reasonable certainty and there is reasonable certainty of its ultimate receipt. Entitlement to legacies is considered established when the charity has been notified of a distribution to be made by the executors. Income received in advance of due performance under a contract is accounted for as deferred income until earned. Grants for activities are recognised as income when the related conditions for legal entitlement have been met. All other income is accounted for on an accruals basis.

**2.3 Fund accounting**

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

**2. Accounting policies (continued)**

**2.4 Expenditure**

All resources expended are accounted for on an accruals basis. Charitable activities include costs of services and grants, support costs and depreciation on related assets. Costs of generating funds similarly include fundraising activities. Non-staff costs not attributed to one category of activity are allocated or apportioned pro-rata to the staffing of the relevant service. Finance, HR, IT and administrative staff costs are directly attributable to individual activities by objective. Governance costs are those associated with constitutional and statutory requirements.

**2.5 Reserves**

Grow in Ireland is a non-profit organisation and its aim is to utilise its funds on providing support to Grow members, while maintaining some cash reserves to cover monthly running costs.

**2.6 Tangible fixed assets**

Tangible fixed assets currently in use in furtherance of the charity's objectives are stated in the balance sheet at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, with the exception of land, so as to write off the cost less estimated residual value of each asset over its expected useful economic life on a straight line basis at the following rates:

Freehold property      -      2% per annum

**2.7 Debtors**

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**2.8 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

**2. Accounting policies (continued)**

**2.9 Financial instruments**

The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and trade creditors.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of financial activities.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**2.10 Creditors**

Short term creditors are measured at the transaction price.

**2.11 Employee benefits**

When employees have rendered service to the company, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

**2.12 Pensions**

**Defined contribution pension plan**

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the Statement of financial activities when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the company in independently administered funds.

**2.13 Interest income**

Interest income is recognised in the Statement of financial activities using the effective interest method.



**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

**3. Judgments in applying accounting policies and key sources of estimation uncertainty**

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. There are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

**Income recognition**

In applying the income recognition principles of the Charities SORP, judgements are occasionally required to ascertain whether a grant agreement is performance or non-performance based. This is done using established criteria that are applied consistently across all funding instruments and from one period to the next. Furthermore, where grant agreements are found to be performance based, judgements are required as to the level of income that should be recognised for the year. The organisation typically uses incurred expenditure as the most appropriate basis to measure progress on grant agreements and to recognise the related income. This is done in conjunction with a qualitative assessment of the status of the underlying projects in order to ensure this represents the most appropriate basis of recognition. All judgements are made at the individual grant level and are subject to appropriate review and approval processes

**Establishing the useful life of fixed assets**

Long-lived assets, consisting primarily of property, plant and equipment, comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated useful economic lives of each type of asset and estimates of residual values. The directors regularly review these asset useful economic lives and change them as necessary to reflect current thinking on remaining lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset useful lives can have a significant impact on depreciation and amortisation charges for the period. Detail of the useful economic lives is included in the accounting policies.

**Going Concern**

During the financial year, the effects of the Covid-19 pandemic were still being felt worldwide.

Like many companies, Grow in Ireland continues to be exposed to the effects of the Covid-19 pandemic. The directors have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern.

On this basis, the directors consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.



**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**4. Voluntary income**

	2021 €	2020 €
Donations	83,432	40,303
Literature income	4,243	6,302
Voluntary/Grower contribution	6,859	7,993
	<b>94,534</b>	<b>54,598</b>

**5. Income from investments**

	2021 €	2020 €
Bank interest	159	340
	<b>159</b>	<b>340</b>

**6. Incoming resources from HSE Grants**

		2021 €	2020 €
<b>CHO Area</b>	<b>Region</b>		
Area 1	North West: Sligo / Leitrim	28,800	28,800
Area 1	North East: Cavan / Monaghan	40,000	40,000
Area 1	North West: Donegal	64,416	64,416
Area 2	West Region	78,412	78,412
Area 3	Midwest Region	85,000	85,000
Area 4	Southern HSE	117,749	122,083
Area 5	South East Region	123,314	123,421
Area 7	East	48,000	50,100
Area 8	Midlands	96,500	96,500
Area 8	North East: Louth / Meath	61,688	61,688
Area 9	East	79,751	79,751
	National Mental Health	632,909	490,047
		<b>1,456,539</b>	<b>1,320,218</b>

**GROW IN IRELAND**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

Incoming resources re HSE Lottery Grants

<b>CHO Area</b>	<b>Region</b>	<b>2021</b>	<b>2020</b>
		<b>€</b>	<b>€</b>
Area 1	North West	<b>2,700</b>	-
Area 1	North East	<b>3,344</b>	-
Area 2	West Region	-	<b>3,000</b>
Area 3	Midwest	<b>2,000</b>	-
Area 4	South	-	<b>6,850</b>
Area 5	South East	<b>1,300</b>	-
Area 6	East	<b>4,000</b>	-
Area 7	East	<b>1,000</b>	-
Area 9	East	<b>2,992</b>	-
	National	<b>2,768</b>	-
		<b>20,104</b>	<b>9,850</b>

**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**7. Details of 2021 grants received**

Region	Grantor	Name of Grant Programme	Purpose of Grant	Term	Amount €
All Regions	Health Service Executive	Section 39 Funding	Funding for Grow Recovery program and other Grow services	January to December 2021	1,345,611
South	Health Service Executive	Not specified	One off funding to support Section 39 funding shortfalls	2019 - 2021	26,928
East	Health Service Executive	Not specified	One off funding to support Section 39 funding shortfalls	January to December 2021	48,000
National	Health Service Executive	IT Grant	Funding to improve technology/IT systems in Grow.	Not specified	36,000
South East	Kilkenny Co Council	Kilkenny Co Council	Printing of Soul Survivors Book	12 Months	2,000
Midlands	Offaly Co Council	Offally Co Council	IT Equipment for Midland region	12 Months	2,000
East	Department of Rural & Community Development	Via Dunlaoighaire Co Co/Healthy Ireland Fund	Group expenses, CEPs and advertising (all in the Dun Laoghaire / Rathdown district)	2021/2022	4,000
National	Comic Relief Funding	Strategic Plan	Revised Strategic Plan due to Covid	Not specified	8,000
National	Comic Relief Funding	Demand for Digital	IT Equipment	Not specified	8,000
National	Health Service Executive Via	National Office of Suicide Prevention	Secondment of Employee to NOSP	Jan to Feb 2021	7,874

**GROW IN IRELAND**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

Region	Grantor	Name of Grant Programme	Purpose of Grant	Term	Amount €
National	POBAL 2019-2022	Funding scheme to support National Organisations in the Community and Voluntary Sector	Pay and General Administration, Monitoring & Evaluation, Governance Compliance	3 Year Project ends June 2022	75,000
National	The Department of Justice and Equality through the Probation Service	Probation Service funding for Arbour Hill Programme	Service Provision of GROW Leadership Course in Arbour Hill.	12 Months	14,000
All Regions	Health Service Executive	National Lottery Grant Scheme	Respite Funding	12 Months	15,336
Midwest	Health Service Executive	National Lottery Grant Scheme	Upgrade photocopier	One off funding	2,000
National	Health Service Executive	National Lottery Grant Scheme	Translate Grow program to Polish	One off funding	2,768
	<b>Total Grants Received</b>				<b>1,597,517</b>

**Department of Justice and Equality through the Probation Service**

Department of Justice and Equality through the Probation Service provided current funding in the amount of €14,000 in 2021. Funding is granted for a 12 month period and paid in accordance with the terms and conditions of the funding agreement.

Grow in Ireland is compliant with the relevant Circulars, including Circular 44/2006 and have obtained an up to date Tax Clearance Certificate.

**8. Other incoming resources**

	2021 €	2020 €
Fundraising activity & miscellaneous income	19,435	32,415
Street collections	-	7,449
	<u>19,435</u>	<u>39,864</u>



**GROW IN IRELAND**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**9. Expenditure on charitable activities**

	2021 €	2020 €
<b>Other costs</b>		
Service delivery	167,482	158,487
Education and outreach	2,794	1,313
Promoting and marketing	31,658	31,173
Premises costs	87,614	74,628
Wages and salaries	1,204,347	1,122,619
Office costs	142,672	92,090
	<u>1,636,567</u>	<u>1,480,310</u>
<b>Governance costs</b>	8,141	10,505
	<u>8,141</u>	<u>10,505</u>
<b>Total</b>	<u><u>1,644,708</u></u>	<u><u>1,490,815</u></u>

**10. Analysis of governance costs**

	2021 €	2020 €
Regional team expenses	-	360
Executive expenses	1,253	3,217
Audit fees	6,888	6,928
	<u>8,141</u>	<u>10,505</u>
	<u><u>8,141</u></u>	<u><u>10,505</u></u>

**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**11. Employees and staff costs**

	<b>2021</b>	<i>2020</i>
	<b>€</b>	<b>€</b>
Staff salaries	<b>1,077,305</b>	<i>1,005,742</i>
Social insurance costs	<b>107,401</b>	<i>100,128</i>
Cost of defined contribution scheme	<b>19,641</b>	<i>16,749</i>
	<b><u>1,204,347</u></b>	<i><u>1,122,619</u></i>

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

	<b>2021</b>	<i>2020</i>
	<b>No.</b>	<i>No.</i>
Charitable Activities	<b><u>43</u></b>	<i><u>46</u></i>

The number of employees whose total employee benefits (excluding employer pension costs) for the reporting period fell within the bands below were:

	<b>Number of employees 2021</b>	<i>Number of employees 2020</i>
€80,000 - €90,000	<b><u>1</u></b>	<i><u>1</u></i>

None of the directors received any remuneration or received any other benefits from an employment with Grow Ireland.

**GROW IN IRELAND**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**12. Tangible fixed assets**

	<b>Freehold property €</b>
<b>Cost or valuation</b>	
At 1 January 2021	500,000
At 31 December 2021	500,000
<b>Depreciation</b>	
At 1 January 2021	30,000
Charge for the year on owned assets	10,000
At 31 December 2021	40,000
<b>Net book value</b>	
At 31 December 2021	460,000
<i>At 31 December 2020</i>	470,000

**13. Debtors**

	<b>2021 €</b>	<b>2020 €</b>
Trade debtors	4	10,000
Prepayments	3,289	3,865
	3,293	13,865

**14. Cash and cash equivalents**

	<b>2021 €</b>	<b>2020 €</b>
Cash at bank and in hand	1,148,888	982,218
	1,148,888	982,218

**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**15. Creditors: Amounts falling due within one year**

	2021 €	2020 €
Trade creditors	17,426	12,305
Taxation and social insurance	27,229	23,796
Accruals	60,933	17,475
Deferred income	201,882	164,806
	307,470	218,382

**16. Pension costs - defined contribution**

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. Pension costs amounted to €19,641 (2020: €16,749).

**17. Analysis of net assets by fund**

	Fixed assets €	Current assets €	Current liabilities €	Total €
<b>Restricted income</b>				
All funds	460,000	247,270	(201,882)	505,388
<b>Unrestricted income</b>				
Activities for generating funds	-	904,911	(105,588)	799,323
	460,000	1,152,181	(307,470)	1,304,711



**GROW IN IRELAND**  
(A Company Limited by Guarantee, not having a share capital)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**18. Analysis of movements on funds**

	Balance 1 January 2021 €	Incoming resources €	Resources expended €	Transfer between funds €	Balance 31 December 2021 €
<b>Restricted income</b>					
Capital and other Grants received	472,667	24,000	(19,054)	-	477,613
HSE Section 39 and once off Grants	21,962	1,456,539	(1,518,053)	39,552	-
Probation service	2,578	14,000	(11,803)	-	4,775
HSE Respite funding	9,850	20,104	(3,800)	-	26,154
HSE NOSP funding	-	7,874	(7,874)	-	(3,154)
Pobal	5,970	75,000	(84,124)	-	-
	<u>513,027</u>	<u>1,597,517</u>	<u>(1,644,708)</u>	<u>39,552</u>	<u>505,388</u>
<b>Unrestricted income</b>					
Activities for generating funds	<u>734,674</u>	<u>114,128</u>	<u>(9,927)</u>	<u>(39,552)</u>	<u>799,323</u>
<b>Total funds</b>	<u><u>1,247,701</u></u>	<u><u>1,711,645</u></u>	<u><u>(1,654,635)</u></u>	<u><u>-</u></u>	<u><u>1,304,711</u></u>

**19. Company status**

The company is limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding €1 towards the assets of the company in the event of liquidation.

**20. Related party transactions**

During the year none of the directors have been paid any remuneration or received any other benefits from an employment with Grow in Ireland.

The total amount of expenses reimbursed to the directors during the year is €693 (2020: €1,446). The expenses relate to travel costs incurred while fulfilling their duties.

**21. Provisions available for Small entities**

In common with many other businesses of our size and nature, we use our auditors to prepare and submit tax returns to the revenue and assist with the preparation of the financial statements.

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**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

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**22. Post balance sheet events**

There were no significant subsequent events, with the exception of the ongoing impact of the Covid-19 pandemic which the company is managing, and which commenced before the balance sheet date, that require disclosure or adjustment to the financial statements.

**23. Approval of financial statements**

The board of directors approved these financial statements for issue on 26 March 2022.

**GROW IN IRELAND**  
**(A Company Limited by Guarantee, not having a share capital)**

**DETAILED PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 DECEMBER 2021**

	<b>2021</b>	<b>2020</b>
	<b>€</b>	<b>€</b>
Income	<b>1,711,486</b>	<b>1,614,374</b>
Expenditure	<b>(1,654,635)</b>	<b>(1,491,888)</b>
Income from investments	<b>159</b>	<b>340</b>
<b>Net surplus</b>	<b>57,010</b>	<b>122,826</b>

**GROW IN IRELAND**  
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**SCHEDULE TO THE DETAILED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	2021 €	2020 €
<b>Income</b>		
Donations - general	83,432	40,303
Street collection	-	7,449
The probation Service	14,000	13,000
National Office of Suicide Prevention	7,874	81,323
POBAL grant	75,000	90,000
HSE National Mental Health	633,539	490,047
Eastern HSE	127,751	129,851
Midland HSE	96,500	96,500
Western HSE	78,412	78,412
Mid Western HSE	85,000	85,000
North Eastern HSE	101,688	101,688
South Eastern HSE	123,314	123,421
North West HSE	93,216	93,216
Southern HSE	117,119	122,083
HSE Lottery Fund	20,104	9,850
Fundraising activity & miscellaneous income	19,435	32,415
Grants received	24,000	5,521
Literature income	4,243	6,302
Voluntary/Grower contribution	6,859	7,993
	<u>1,711,486</u>	<u>1,614,374</u>



**GROW IN IRELAND**  
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**SCHEDULE TO THE DETAILED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	2021 €	2020 €
<b>Resources Expended</b>		
Wages and salaries	1,077,305	1,005,742
Social insurance costs	107,401	100,128
Staff defined contribution pension costs	19,641	16,749
Employee training expenses	7,771	17,110
Other staff costs	45,339	21,554
Volunteer/regional team training costs	8,002	-
Travel and subsistence expenses	63,125	73,055
Research and development	1,602	-
Printing and stationery	20,050	15,795
Telephone	24,449	21,385
Computer costs	42,546	23,345
PR & Advertising	11,659	1,474
Subscriptions	7,998	12,004
Legal and professional	13,560	20,431
Auditors' remuneration	6,888	6,928
Bank charges	596	(1,298)
General expenses	757	713
Rent	30,035	33,594
Light and heat	9,737	8,059
Insurances	12,363	12,613
Repairs and maintenance	27,796	12,339
Depreciation - freehold property	10,000	10,200
Executive expenses	1,253	3,217
Regional team expense	-	360
Equipment written off on purchase	46,270	24,089
Staff recruitment	2,794	1,313
Literature costs	8,532	12,428
Respite costs	555	(400)
Community Education Programme	8,235	6,831
Group expenses	23,029	24,977
Fundraising costs	9,927	1,073
Gifts, cards and flowers	3,520	2,428
Programme Costs	1,900	3,652
	<b>1,654,635</b>	<b>1,491,888</b>

**GROW IN IRELAND**  
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**SCHEDULE TO THE DETAILED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	2021	2020
	€	€
<b>Interest receivable</b>		
Bank interest receivable	<u>159</u>	<u>340</u>

# #YELLOWWALK





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**Grow in Ireland**

Registered Charity Number: 20023294

33 Henry Street, Limerick, Republic of Ireland

[grow.ie](http://grow.ie)