

Senior Citizens Helpline Limited
Report and Financial Statements
for the year ended
31 December 2015
(A company limited by guarantee
and not having a share capital)

SENIOR CITIZENS HELPLINE LIMITED

REPORT AND FINANCIAL STATEMENTS 2015

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SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS AND OTHER INFORMATION

BOARD OF DIRECTORS

Thomas Dowling (Chairman)
Professor Tom Collins
Pat Cox
Mary Culliton
Maura O'Keeffe

SECRETARY AND REGISTERED OFFICE

Thomas Collins
Third Age Centre
Summerhill
Co. Meath

CHARITY NUMBER

CRY 16756

AUDITORS

Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

BANKERS

Bank of Ireland
Trim
Co. Meath

SOLICITORS

Brady & Company
High Street Trim
Co. Meath

SENIOR CITIZENS HELPLINE LIMITED

CHAIRMAN'S STATEMENT

Senior Help Line is a national confidential listening service for older people provided by trained older volunteers. Senior Help Line is open from 10am to 10pm, 7 days a week, 365 days a year. Older people, many of whom are isolated, vulnerable, marginalised call our number 1850 440 444. Loneliness is still the primary reason for calling the service. Calls expressing sadness after bereavement remain a constant on the help line too and can include recent bereavements and more long-term loss. Calls reporting elder abuse have increased, and are more frequently reported by females than males. Elder abuse can be physical, emotional, financial, or linked to neglect. During 2015 the help line received an average of 1200 calls per month.

During 2015, Senior Help Line recruited, trained and mentored a total of 58 new volunteers for our three Dublin centres, in Amiens Street, Donnybrook and Leopardstown.

As a direct result of the centralisation of the service, Senior Help Line has become better equipped to support our volunteers. We have implemented a new training model, a new recruitment, and mentoring programme. The new model facilitates greater contact between staff and volunteers and therefore more practical support, better communication, monitoring, supervision and assistance should the volunteers require it. Senior Help Line produced regular newsletters for volunteers, and a number of workshops aimed at up-skilling new volunteers. These actions coupled with increased contact from staff and management of the service are helping to keep our volunteers included in the delivery and development of the service and interested in the impact of the service and its future direction. Their increased role is encouraging ownership of the service.

Senior Help Line decided to apply for the "Invest in Volunteer" Award. This programme, initiated by Volunteer Ireland, awards the national quality standard for good practice in volunteer management in the Republic of Ireland. The programme (which takes 2 years to complete) will provide Senior Help Line with a framework to benchmark the quality of our volunteer programme, guide us in the steps we need to take, and enhance our reputation as an organisation where volunteers want to be involved. This process will include interviews with volunteers and staff, review of policies and procedures including communications, support, training etc. The aim of the programme is to value our volunteers, to support them sufficiently, and through this investment in our volunteers to help us deliver a better quality service for our callers.

Every Senior Help Line volunteer completes a log sheet after each call. The information gained from this process is important for training and support purposes, it is vital that we are abreast of emerging needs and issues of callers. This information also informs press releases and allows us to highlight real issues and concerns of older people as reported by our volunteers. The information is entered manually in to a database for analyses purposes, the difficulty with this is that there are delays between the recording of the data and entering it in to the data base and analysed information is not as up to date sometimes as we would like it to be. In response to this a new touch screen system for logging data was developed that will allow volunteers to record data on calls while on the call and upload it instantly to the database system for analysis purposes. This system has been piloted and tested by staff. A specially designed training programme and support structure has been developed to allow us to introduce the system to volunteers. This enhanced communications with volunteers and data retrieval will generate better quality information and will ultimately better support caller advocacy and input into policy making fora.

SENIOR CITIZENS HELPLINE LIMITED

CHAIRMAN'S STATEMENT

Building on previously sponsored marketing campaigns, Senior Help Line took a strategic approach to marketing of the service, through a regional radio advertising campaign to increase call volumes and raise awareness of the service among potential clients. Senior Help Line exhibited in the over 50's show in the RDS and sent promotional material to organisations working with or who have direct access to older people e.g. Meals on Wheels.

In the interest of ensuring that both our staff and volunteers are valued and supported we provided continuing professional development opportunities. Staff received training in database management, health and safety, first aid, managing volunteers, communicating in challenging circumstances, and leadership development. C.P.D. for volunteers included presentations from Shine and the Samaritans, and a health and wellbeing day aimed at promoting positive mental health.

Senior Help Line continued its efforts to ensure that we are running the service as cost effectively and as efficiently as possible, while maintaining quality and consistence of response to our callers. With year two of the three years plan for programme consolidation and centralisation completed, we are already reaping the benefits of economies of scale. The NGO funding environment has become increasingly competitive. Fundraising from the general public and within the corporate sector has become more challenging and competitive as a result. Senior Help Line made a conscious decision to take action to ensure that its service was sustainable into the future, by changing its model to a more cost effective and efficient one, by creating a menu of funding options for potential donors (detailing options and contribution amounts for supporting aspects of the service including volunteer training and support, to promotional material and telephone costs).

The Third Age Business Development Executive manages, screens and tailors all grant applications and fundraising campaigns and worked closely with the Senior Help Line Management team on our approach to the corporate sector for financial support and sponsorship of the service.

During 2015, Third Age through the Programme Consolidation Project reviewed all its national programmes including Senior Help Line. This extensive review included policies, procedures, organisational structure and governance, and continued throughout 2015. Senior Help Line is currently implementing the Governance Code and hopes to be fully compliant by the end of 2016. Senior Management Team Committees and Board sub committees were established and have reviewed and updated policies and procedures such as financial, roles and responsibilities of Board, Senior Management and Staff, risk assessment, review of the strategic objectives of Third Age, health and safety, board succession planning etc. Senior Help Line also registered with the Charities Regulatory Authority and signed up to the Fundraising Guiding Principles.

The success of Senior Help Line could not be achieved without the generous support from our stakeholders; namely the Health Service Executive and Atlantic Philanthropies. On behalf of my colleagues on the Board, I wish to express our heartfelt thanks to our funders and the volunteers who fundraised on our behalf. A very special word of thanks to the Senior Help Line choir (consisting of senior help line volunteers and staff) who fundraised for us by singing Christmas Carols on a cold wet morning in December 2015.

We are extremely appreciative of our team of dedicated volunteers. Thank you for the many hours that have been given to the service over the years. We also welcome to our newly recruited and inducted volunteers – thank you for helping to make a difference to the lives of countless vulnerable isolated older people nationwide.

SENIOR CITIZENS HELPLINE LIMITED

CHAIRMAN'S STATEMENT

We thank our Board members who had an extremely productive year. Their guidance and expertise was extremely welcomed in a year that brought much transition, new direction, expansion and growth.

I would like to thank our Chief Executive Officer, Aine Brady, for her wise and capable leadership of Senior Help Line organisation and service. She has and continues to drive the internal reviews and audit of policy, procedures and governance, and implemented a cost centred approach to all our programmes and services ensuring value for money, increased impact and quality of services, while managing the implementation of a new model of operation. Her focus has been one of controlled expansion and development, future sustainability and continued development of innovative and appropriate responses to the needs of older people. I would also like to recognise the contribution of the Management Team, for their commitment, passion and belief in the work of Senior Help Line and Third Age.

During the later stages of 2015 work began on the next phase of strategic development of Third Age, which includes the Senior Help Line service. The plan will focus on future sustainability and continued development of innovative solutions to the needs of older people.

We look forward to 2016 to a service that is developing and continuing to respond in innovative ways to the needs of older people.

Thomas Dowling


Chairperson

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

The directors submit their annual report and the audited financial statements for the year ended 31 December 2015.

The company is a registered charity, number 16756. Registered Charity Number is 20061104

1. PRINCIPAL ACTIVITY, REVIEW OF THE BUSINESS AND FUTURE ACTIVITIES

Senior Help Line is a national confidential listening service (1850 440 444) for older people provided by older volunteers, and one of Third Age's three national programmes. Third Age is a national community voluntary organisation that develops relevant, quality and innovative responses to the needs of older people. The philosophy underlying everything at Third Age is one of connectivity and inclusion. Our aim is to connect older people with each other, with younger people, and with their communities. At Third Age we respond creatively to the challenges and opportunities of ageing. The aim of Senior Help Line is to develop a recognised quality service which is answering a real need in Ireland's ageing society, providing a worthwhile experience to our volunteers and raising issues of relevance to our callers.

The Senior Help Line service is available from 10am to 10pm, 365 days a year. Our volunteers are available to listen to callers at weekends, and public holidays when other services may be closed. Public holidays, including Christmas, can be some of the most lonely times of year for older people who are isolated, alone or vulnerable, as our calls demonstrate. The service is confidential, autonomous and non-directive. Volunteers do not offer advice, but through open-ended questions, enable callers to explore their options, or if appropriate, volunteers can refer callers to other appropriate services.

Objectives

The main objectives of Senior Help Line in 2015 as per our Business Plan 2014-2016 are:

- To be nationally recognised as a national telephone listening service for older people;
- To be seen as an advocate for older people in policy-making fora;
- To speak up for Ireland's growing vulnerable older sector ensuring their well-being and that their voices are heard.

Our specific strategic objectives are to:

- Continue to develop a quality listening service;
- Become a centre of excellence in recruiting, training, mentoring and supporting volunteers;
- Influence policy at sector and national level by using information available from Senior Help Line callers;
- Continue to build the Senior Help Line brand so that it is nationally known and accessible by older people who need it;
- Create a sustainable service in terms of: Management, Staffing, Funding & Premises;
- Maximise alliances at local and national level to improve outcomes for older people and enable Senior Help Line to deliver on its mission and vision.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

1. PRINCIPAL ACTIVITY, REVIEW OF THE BUSINESS AND FUTURE ACTIVITIES *(continued)*

These plans focus on redefining the operational model for Senior Help Line, and consolidating our approach to service delivery by investing in a streamlined, efficient and cost-effective new service.

Developing a quality listening service

The business plan for 2014-2016 saw the introduction of new protocols and practices for recruiting, interviewing, training, assessing, vetting and supporting volunteers. Continuing professional development for both staff and volunteers plays an important part in our new training programme. More frequent contact with our volunteers particularly in our Dublin based centres has given us an increased awareness of volunteer needs, and increased our ability to respond to same. Subsequently we are in a position to provide a more consistent and quality response to callers as a result of better volunteer training, and greater awareness of emerging issues and needs of callers as communicated by our volunteers.

Senior Help Line received 20,000 calls during 2015. Callers divide into three main categories:

- Those who phone constantly needing support in their feelings of aloneness and isolation.
- Those who phone regularly with ongoing problems e.g. separation, retirement, finances.
- New callers who contact to discuss a particular problem or who look for information or referral.

Our audit of calls continues to illustrate that very many older people have nobody to talk to, and live alone or feel alone. Our serious caller issues include reports of elder abuse, mental distress, depression, anxiety, family conflict, isolation, difficulty with neighbours, safety and security. These problems can be exacerbated if someone is frail and alone. During 2015 we began to measure caller impact. Nine out of ten callers tell us that they found phoning Senior Help Line to be either 'useful' or 'helpful'.

Becoming a centre of excellence

Senior Help Line's aim is to become a centre of excellence in recruiting, training, supporting and valuing volunteers. Our specific outcomes under this strategic activity are to; develop new recruitment, training, screening and vetting procedures for the 168 new volunteers we plan to recruit by the end of 2016; each volunteer will be mentored during induction, receive a uniform quality standard of training, be supervised when on duty and receive ongoing refresher training in a centralised location.

During 2015 Senior Help Line recruited, trained and mentored a total of 58 new volunteers. The majority have been trained to work in our city centre call centre from 10am to 4pm in the offices of Cluid Housing Association. By December, Senior Help Line was two thirds way through its three year development phase 2014-2016 in centralising the service. Senior Help Line is on target to achieve the goal of service sustainability, improved quality of service, and a more cost-effective model, with no break in service during this transition.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

I. PRINCIPAL ACTIVITY, REVIEW OF THE BUSINESS AND FUTURE ACTIVITIES *(continued)*

Becoming a centre of excellence (continued)

In 2015 we began to train volunteers to take up rota duty in the Royal Hospital, Donnybrook, Dublin 4, where we were offered call centre accommodation, and for Leopardstown centre. We are extremely grateful to Cluid, the Royal Hospital and the Laura Lynn Centre, Leopardstown, for showing their confidence in our service in such a practical and helpful way.

All training and CPD for both staff and volunteers takes place in our city centre premises. Another aspect of becoming a centre of excellence is investment in our staff and volunteers, through provision of up-skilling opportunities. During the year staff members received training that enables them to switch the national LoCall number to a volunteer and/or staff mobile or landline in the event that a volunteer is unable to cover their rostered slot. This provides Senior Help Line with the ability to both plan and respond to any unexpected unexpected difficulties in terms of rota cover, contributing positively to service continuation and caller satisfaction.

Day refresher training workshops to provide for our longer standing volunteers in Drogheda, Dundalk, Kilkenny, Limerick, Naas and Waterford. All volunteers receive newsletters to keep them in touch with the service. Volunteers in Dundalk, Finglas and Galway were awarded with certificates of appreciation for their service as Senior Help Line volunteers. We are fully appreciative to our volunteers for their many hours of listening over the years to some of Ireland most vulnerable older people.

Continuing professional development of volunteers focused on refresher training in listening, the importance of filling in our log sheets to provide data on callers, promoting Senior Help Line during the year. Our volunteers were invited to presentations from the Samaritans on their philosophy and protocols and a resilience workshop by organisations Shine and Sea Change entitled "Taking Control" promoting a more positive attitude to mental health.

The volunteer social group the "Greta Gas Group" (3G's) was developed during 2015, and was aimed at encouraging and facilitating links and friendships between Senior help Line volunteers outside of their roles as helpline volunteers. The group participated in a number of social events and activities, including varying events organised by Third Age, which is adding to their feelings of being a part of Third Age as well as Senior Help Line.

With a view to measuring our effectiveness as a voluntary organisation, working with, managing and supporting volunteers Senior Help Line began working with Volunteer Ireland in their programme "Investing in Volunteers", which assesses practices in volunteer management and if deemed up to standard awards a national quality standard for good practice.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

I. PRINCIPAL ACTIVITY, REVIEW OF THE BUSINESS AND FUTURE ACTIVITIES *(continued)*

Influencing policy

Senior Help Line is in a unique position to represent the voice of some of the most vulnerable older people nationwide. Analysis of calls is important not only for feeding in to our training programmes to keep volunteers up to date about issues and concerns facing Ireland's older population, this information can also be used to raise awareness of issues at policy level. Using information from calls to the service, Senior Help Line launched a number of campaigns promoting issues of crisis and loneliness experienced by many help line callers. Senior Help Line was invited to participate in the Sean O'Rourke Show and on Newstalk. We represented the voice of callers on numerous regional radio stations on relevant issues concerning older people, such as home security, elder abuse, home help services, local facilities and amenities, rural transport, income protection and the value of volunteering. Regular press releases also highlighted issues affecting older people and received good print media coverage.

Having access to caller information on a daily basis allows Senior Help Line to communicate issues to the public with frequency and accuracy, thus adding to the authority and credibility of the organisation, enhancing our role in advocacy, and our participation in policy making fora. During 2015 new technologies for recording and analysing caller data were piloted and assessed by staff, a training programme for volunteers was developed and will be introduced during 2016. The aim of this system which uses touch-screen technology will allow the volunteer to record important call information while on the phone to the caller, which is submitted directly to the administrator after the call, this speeding up the time currently associated with access to this information.

Building the Senior Help Line brand

Achieving our strategic objective of gaining better access to - and communication of - caller issues will add to the authority, credibility and role of Senior Help Line with media, policy makers, key stakeholders, sector colleagues and the public at large. Building on our Marketing Plan for 2013-2014, Senior Help Line has become more selective in how it publicises its service. We sent promotional material to organisations that work directly with older people, chose regional radio for an awareness campaign and created opportunistic PR by highlighting issues, becoming the voice of older people and a credible authority on issues as reported on the help line. Senior Help Line exhibited at the Over 50's Show in October, and a number of smaller shows and fairs in Dublin. During 2015, Senior Help Line was asked to provide a monthly column to a national monthly magazine "Mature Living" and have taken the opportunity to promote Senior Help Line, and to highlight the kind of issues common to many callers.

Senior Help Line was part of the new Third Age look unveiled during the year. This comprises our logo, stationery, publicity and exhibition materials, and web site, www.thirdageireland.ie. Our new design unifies our three national programmes by a shared palette of blues and greens, while each national programme is distinguished by its own colour shade. The Senior Help Line section of the web site is more engaging and interactive, includes caller case histories, and presents a positive and thoughtful view of Senior Help Line.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

1. PRINCIPAL ACTIVITY, REVIEW OF THE BUSINESS AND FUTURE ACTIVITIES *(continued)*

Maximising alliances to improve outcomes for older people

Maximising alliances at local and national level will enabling Senior Help line to deliver on its mission and vision.

Senior Help Line has joined the newly formed Befriending Network Ireland (BNI), an umbrella group of befriending organisations, working to highlight the issues of loneliness, to provide training and to raise standards in telephone and face to face befriending. During the year, Senior Help Line was asked to join BNI's national advisory group.

Third Age is part of the Active Ageing Partnership (AAP) a collaboration of Third Age, Age & Opportunity and Active Retirement Ireland. The aim of AAP is to mobilise and support older people to become more civically engaged. Third Age and Senior Help Line were involved in the development of the Galway and Meath Touchstone Programmes. Touchstone is a six week long course developed in conjunction with NUIG for the Galway project and NUI Maynooth for the Meath Project, aimed at increasing the civic engagement of older people. Third Age was appointed the project co-ordinator for Meath.

Sustainability

The Centralisation of the Senior Help Line service is playing a major role in working towards sustainability. Currently two thirds complete, it is anticipated that this new operational model, will deliver better quality in a more cost effective manner, and that this will be more attractive to potential funders. Despite initial outlays associated with the transition to the new centralised model, we are already beginning to see the increased standards of service delivery and caller response across areas of operations (9 out of 10 callers are happy with the service that they receive).

There has been huge investment in ensuring that we are compliant with governance, charity, fundraising and volunteer policy recommendations and codes of conduct. Senior Help Line has signed up for the Volunteer Ireland Investing in Volunteers Award, a process which provides a quality standard and best practice for managing and working with volunteers.

Third Age is currently developing its next strategic development plan. Senior Help Line, as a programme of Third Age, is part of this process. The new Third Age Strategic Development Plan will continue to address the needs of our target groups (including those of Senior Help Line) but will also take stock of existing initiatives, their models of operation, supports, standards, quality, cost effectiveness and sustainability, and suggest changes to model and/or the development of new responses based on identified needs.

Senior Help Line realises that being more cost effective and providing better quality services is only part of becoming sustainable. The service also needs to attract support of funders, donors and investors. Senior Help Line has produced a Funding Folder for presentation to potential funders.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

1. PRINCIPAL ACTIVITY, REVIEW OF THE BUSINESS AND FUTURE ACTIVITIES *(continued)*

Sustainability (continued)

This folder contains a promotional video, a number of fact sheets setting out a range of funding requirements. These explain the costs of running Senior Help Line in terms of its operation, training, telephony, promotion and IT, and give potential donors a selection of funding options for supporting our organisation and service.

The Business Development Executive's role is to revenue sources for sustainability and new project development. The Business Development Executive has been working closely with the Senior Help Line Manager and the Information and Communications Manager to identify potential donors, suitable grant applications and effective marketing opportunities.

Senior Help Line is very appreciative of the tireless efforts of our volunteers, who give up their time to provide a listening ear 365 days a year, on bank holidays and weekends. Our service would not exist without them. We have signed up for the Volunteer Ireland Invest in Volunteer Awards to ensure that we are operating best practice when managing and supporting our volunteers. Senior Help Line provides Continuous Professional Development for both volunteers and staff.

During 2015, cross programme planning and collaboration continued and included economies of scale and a cost centred approach to shared resources and supports. The Board sub committees continue to give ongoing attention to governance and financial oversight.

Senior Help Line Reserve's Policy recognises restricted and unrestricted funding, and the designation by the Board of unrestricted funding/income. It was agreed by the Board of Directors that Senior Help Line should have sufficient funds (reserves) to cover 3 months operational costs, plus redundancies and any other eventualities. Restricted funding is funding identified by the funder/donor for a specific purpose. Unrestricted income is not restricted and therefore not designated for a specific purpose. The Board of Directors can decide if unrestricted income is to be designated. The income and expenditure of Senior Help Line is compared with budget projections and monitored by the Finance Committee and the Board. A quarterly Board report identifies expenditure, attainment of strategic targets and objectives as agreed with funders, status of income/funding receivable i.e. received, delayed, secured etc. Financial projections are also prepared projecting four years ahead and highlighting expected costs, income secured (grant application, fundraising etc.) and potential risks such as unsecured income, or funding that is subject to annual review i.e. where Senior Help Line does not have a multi-annual contract or Service Level Agreement. Senior Help Line has specific agreement with its funders these are detailed in either a Service Level Agreement or letter of Commitment. When income is received for a particular aspect or activity of the service the funds must be spend on that aspect or activity. Funders and donors receive detailed income and expenditure reports as designated in letters of commitment and service level agreements and are reported to our funders monthly, quarterly, bi-annually and annually as specified in the individual contracts. Details of receipts and payments for 2015 are included in the schedules of this document.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

2. SUMMARY OF RESULTS

The statement of financial activities for the year ended 31 December 2015 and Balance sheet as at 31 December 2015 are set out on pages 19 and 20 respectively.

3. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Board of Senior Help Line adopted the Governance Code for Charities as the guiding process to establish high standards of governance across the organisation, with a final date of September 2016 for completion of this process. The Board and Senior Management Team has assessed the organisation's level of compliance and identified the priorities to ensure that systems and policies of Senior Help Line e.g. risk management, financial controls, staff performance development and management, internal promotion and career opportunity policy are consistently meeting the required standards and appropriately designed for the organisation.

Progress is reported to the Finance Committee and to the Board and the work involves both Board and Senior Managers. Areas which have been addressed include financial oversight and policies, procurement and spending systems, reporting, risk assessment, operational policies, Board structures, development and succession planning.

Senior Help Line signed up to the Fundraising Guiding Principles. Senior Help Line has reviewed its health and safety systems and policies using the Sea Change model. Senior Help Line is registered with the Charities Regulatory Authority, our Charities Registered Number is 20061104.

The Board of Senior Help Line is responsible for:

- The effective, prudent and ethical oversight of the organisation;
- Setting the organisation/business strategy; and
- Ensuring the risk and compliance are properly managed.

The Board of Directors may delegate authority to sub-committees or management to act on behalf of the Board in respect of certain matters but, where the Board does so, it has the mechanisms in place for documenting the delegation and monitoring the exercise of delegated functions. The role of the Management Team, led by the chief Executive Officer is to propose strategies to the Board and following challenging Board scrutiny, to execute the agreed strategies to the highest possible standards. The Management Team is made up of individuals with relevant skills, experience and knowledge related to their particular responsibilities.

Senior Help Line has direct and indirect staff working on its programme under the guidance of the CEO and the Board of Directors. Direct project staff are involved directly in the delivery and implementation of the service. They are supported by other Third Age staff in core/support roles such as administration, ICT, finance etc.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

4. RISKS AND UNCERTAINTIES

The main risk and uncertainty for the service would be loss of income, particularly from our core funders. We have been extremely fortunate in securing funding from Atlantic Philanthropies for the period 2014-2016, for the implementation of our Business Plan for Senior Help Line. This funding has allowed us to develop an effective response to the issue of future sustainability of the service. In partnership with the Business Development Executive, Senior Help Line has defined its fundraising targets per annum, and developed a strategic approach to fundraising which includes targeted grant applications, fundraising campaigns and events, corporate and philanthropic sponsorship, and a focus on broadening and diversifying funding streams.

One of our strategic objectives is to become a centre of excellence in recruiting, training, supporting and valuing volunteers. As volunteers are extremely important to us at Senior Help Line, we need to support and appreciate them. Senior Help Line has invested in improved resources, supports, mentoring and monitoring. The work that has been progressed to date on the Invest in Volunteer Award is paying dividends in terms of volunteer satisfaction and the quality and consistency of the service that they provide to callers.

Our direct and indirect staff, including our Senior Management Team represent a significant resource to the delivery of the service, and to its future development and sustainability. Their commitment, motivation and capacity to deliver our strategic objectives as outlined in our Business Plan 2014-2016 will to large part determine the effectiveness and success of this plan. It is crucial that we ensure that our team is adequately resourced and supported to ensure the long-term sustainability of the organisation, which in turn will facilitate the delivery of a quality and relevant response to the needs of our callers.

5. DIRECTORS

The current directors are set out on page 2. As stated in the articles of association directors are obliged to retire by rotation.

All directors served for the entire year except as follows:

Katie Burke (resigned 9 November 2015)

Michael Meally (Company Secretary – resigned 20 July 2015)

Professor Tom Collins (Company Secretary – appointed 20 July 2015)

6. POST BALANCE SHEET EVENTS

By mid 2016, Senior Help Line recruited, trained and mentored 43 more volunteers, the majority of whom will work from the Donnybrook centre covering the 4-7pm rota. Six months into 2016, Senior Help Line is precisely on track in terms of our three year service centralisation strategic plan.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

6. POST BALANCE SHEET EVENTS *(continued)*

Volunteer CPD continues during 2016 and has concentrated on day workshops, which offer a personal development component while helping to enhance listening and phone skills, titles of which included "Pathways to positive Change" and "Compassionate Listening". Senior Help Line continues to source speakers who offer new insights to our volunteers on various aspects of self-awareness and motivation for positive change.

Senior Help Line distributed a volunteer questionnaire to all our newly recruited, inducted and trained volunteers (as part of the Business Plan 2014-2016), inviting their comments on every relevant aspect of the help line, including their experience as a volunteer. Analysis of returned questionnaires will form the basis of a number of CPD workshops in the Autumn. The aim is to capture the comments, ideas and problems if any experienced by our volunteers, and use these findings to improve the service. The results will also be relevant to the ongoing work on the Volunteer Ireland Investing in Volunteers Programme.

Senior Help Line customised log sheet software (for logging and analysing Senior Help Line call information) was completed. Staff received training in the use of the system. A rolling programme of training and support for volunteers will follow to ensure the system is integrated into the service by the end of 2016.

Senior Help Line service promotion continued among peer organisations, including Meals on Wheels, community and day care centres throughout the country, pharmacies nationwide, and with befriending membership organisations of Befriending Network Ireland. These promotions are publicising the help line to new audiences, and are already attracting new enquiries and new callers.

Senior Help Line developed a national radio campaign between January and April 2016, 18 regional radio stations featured a twenty second ad voiced by Ronan Collins. Each ad was followed by an editorial contact to the radio station and in almost all cases we secured an interview on their morning show.

Analysis of log sheets of calls received in the first half of 2016 is showing an increase in new callers. Many of our regular callers continue to stay in touch. Below is an insight into why our callers have made contact during 2016.

- Mother still grieving son's suicide eighteen years ago;
- Female caller afraid of her husband, would leave if she could, "but where can I go at my age?";
- Male caller whose childhood friend has died recently leaving him feeling very vulnerable;
- Father whose son is emigrating shortly, very sad and angry at national economic situation. "we are losing our good young people";
- Mother minding grandchildren Monday to Friday one all day, two after school. Very tired, feels cannot approach son and daughter-in-law to tell them this.

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' REPORT

7. GOING CONCERN

The Directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

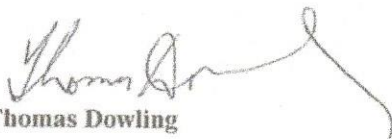
8. ACCOUNTING RECORDS

The measures that the directors have taken to secure compliance with the requirements of Section 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The companies accounting records are maintained at the company's registered office at Third Age Centre, Summerhill, Co. Meath.

9. AUDITORS

Mazars, Chartered Accountants and Statutory Audit Firm, continue in office in accordance with Section 383(2) of the Companies Act 2014.

On behalf of the Board


Thomas Dowling


Thomas Collins

27 June 2016

SENIOR CITIZENS HELPLINE LIMITED

DIRECTORS' RESPONSIBILITIES STATEMENT

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

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council, and promulgated by the Institute of Chartered Accountants in 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 and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

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

- select suitable accounting policies and then apply them consistently;
- make judgements and 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 reason 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 and financial position of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
SENIOR CITIZENS HELPLINE LIMITED

We have audited the financial statements of Senior Citizens Helpline Limited for the year ended 31 December 2015 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows and the related notes. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

This report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the chairman's statement and director's report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities, and financial position as at 31 December 2015 and of its net income for the year then ended; and
- have been properly prepared in accordance with Generally Accepted Accounting Practice in Ireland and in particular with the requirements of the Companies Act 2014.

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF
SENIOR CITIZENS HELPLINE LIMITED

Matters on which we are required to report by the Companies Act 2014

- 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.
- The financial statements are in agreement with the accounting records.
- In our opinion the information given in the directors' report is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in the Companies Act 2014 which require us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by sections 305 to 312 of the Act are not made.



Mairéad Divilly
For and on behalf of Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

27 June 2016

SENIOR CITIZENS HELPLINE LIMITED

STATEMENT OF FINANCIAL ACTIVITIES

		Unrestricted Funds €	Year ended 31 December 2015 €	Year ended 31 December 2014 €
	Notes			
Income and endowments from:				
Activities in furtherance of the charity's objectives	4	477,067	477,067	774,828
Expenditure on				
Charitable activities	5	<470,623>	<470,623>	<647,367>
Net income	7	6,444	6,444	127,461
Fund balances at beginning of year		<u>566,252</u>	<u>566,252</u>	<u>438,791</u>
Fund balances at end of year		<u>572,696</u>	<u>572,696</u>	<u>566,252</u>

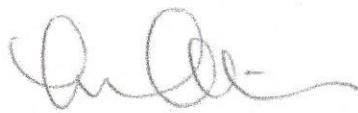
SENIOR CITIZENS HELPLINE LIMITED

BALANCE SHEET

	Notes	31 December 2015 €	31 December 2014 €
<hr/>			
FIXED ASSETS			
Tangible assets	9	<u>14,792</u>	<u>8,966</u>
CURRENT ASSETS			
Debtors	10	24,543	25,937
Cash and cash equivalents		<u>665,509</u>	<u>731,212</u>
		690,052	757,149
CREDITORS			
Amounts falling due within one year	11	<132,148>	<199,863>
NET CURRENT ASSETS		<u>557,904</u>	<u>557,286</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>572,696</u>	<u>566,252</u>
FUNDS			
Unrestricted funds		<u>572,696</u>	<u>566,252</u>

On behalf of the Board


Thomas Dowling


Thomas Collins

27 June 2016

SENIOR CITIZENS HELPLINE LIMITED

STATEMENT OF CASH FLOWS

	Notes	31 December 2015 €	31 December 2014 €
Cash flows from operating activities			
Cash <outflow>/inflow from operating activities	13	<52,727>	<u>205,926</u>
Cash flows from investing activities			
Purchase of property, plant and equipment		<12,976>	<8,508>
Cash outflow from investing activities		<12,976>	<8,508>
Change in cash and cash equivalents in the year		<65,703>	197,418
Cash and cash equivalents at the beginning of the year		<u>731,212</u>	<u>533,794</u>
Cash and cash equivalents at the end of the year		<u>665,509</u>	<u>731,212</u>

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

The significant accounting policies adopted by the company are as follows:

a) General Information

Senior Citizens Helpline Limited is constituted under Irish company law as a company limited by guarantee and is a registered charity. In prior years, company law scoped out companies not trading for gain for the members from the requirements with regard to formats and content of financial statements which applied to for profit companies thus permitting the adoption of a format appropriate to a charity. Accordingly Senior Citizens Helpline Limited adopted and reported its performance in accordance with the Charities Statement of Recommended Practice (SORP).

The Companies Act 2014 became effective in law on 1 June 2015 and from that date applies the format and content of financial statements requirements appropriate for a company trading for the profit of its members to a company that is a not for profit organisation such as Senior Citizens Helpline Limited.

In order to provide information relevant to understanding the stewardship of the directors and the performance and financial position of the charity, Senior Citizens Helpline Limited has prepared its financial statements in accordance with the format provided for in the SORP consistent with prior financial year.

b) Statement of Compliance

These financial statements comprising the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes constitute the financial statements of Senior Citizen Helpline Limited for the financial year ended 31 December 2015.

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

c) Currency

The financial statements have been presented in Euro (€), which is also the functional currency of the Company. In instances where amounts have been rounded to the nearest thousand Euro, this is indicated by the symbol €'000.

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES *(continued)*

d) Income

Income is recognised in the Statement of Financial Activities ("SOFA") when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy. Incoming resources comprise grants, donations, and income from fundraising activities. For donations and legacies, entitlement is the date of receipt.

Monies received in respect of expenditure that must take place in a future accounting period is accounted for as deferred income and recognised as a liability up until the accounting period allowed by the condition to expend the resource.

Income is analysed as Restricted or Unrestricted. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the company, in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment.

e) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.

f) Employee Benefits

The company provides a range of benefits to employees, including paid holiday arrangements.

Short term benefits

Short term benefits, including holiday pay and other similar non-monetary benefits are recognised as an expense in the period in which the service is received.

g) Tangible Fixed Assets

Tangible fixed assets are stated at cost, net of depreciation and any provision for impairment. Depreciation is provided on all tangible fixed assets, including leased assets, on each asset on a straight line basis over its expected useful life, as follows:

Computer system	5 years
Office equipment	5 years

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES *(continued)*

h) Taxation

As a registered charity, Senior Citizens Helpline Limited has been granted charitable exemption by the revenue commissioner under reference CHY16756.

2. JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

The directors consider the accounting estimates and assumptions below to be its critical accounting estimates and judgements:

Going Concern

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of the 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.

Useful Lives of Tangible Fixed Assets

Tangible fixed assets comprise office equipment and computer equipment. The annual depreciation charge depends primarily on the estimated lives of each type of asset and, in certain circumstances, estimates of residual values. The directors regularly review these useful lives and change them if necessary to reflect current conditions. In determining these useful lives, management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the useful lives can have a significant impact on the depreciation charge for the financial year. The net book value of tangible fixed assets subject to depreciation at the financial year end date was €15k (2014: €9k).

3. STATUS OF THE COMPANY

The company is limited by guarantee and has no share capital. The members have each undertaken to contribute to the assets of the company in the event of it being wound up whilst they are members, or within one year after they cease to be members, for the payment of such debts and liabilities contracted before they ceased to be members and of the costs, charges and expenses of winding up, and for the adjustment of the rights of the contributories among themselves, such amounts as may be required not exceeding €1.

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

4.	INCOME AND ENDOWMENTS		2015 €	2014 €	
	Health Service Executive		167,988	167,986	
	The Atlantic Philanthropies (Strategic grant)		186,192	142,740	
	The Atlantic Philanthropies (Premises grant)		-	133,500	
	Gallagher Group JTI		-	100,000	
	Deposit interest receivable		249	3,808	
	Department of Social Welfare		-	1,473	
	The Wheel		-	6	
	Other income		370	-	
	Fundraising		-	53,051	
	Third Age Foundation		<u>122,268</u>	<u>172,264</u>	
			<u>477,067</u>	<u>774,828</u>	
5.	EXPENDITURE ON CHARITABLE ACTIVITIES				
		Staff Costs €	Operating Expenses €	2015 €	2014 €
	Senior Helpline	<u>362,279</u>	<u>108,344</u>	<u>470,623</u>	<u>647,367</u>
6.	STAFF NUMBERS AND COSTS		2015 €	2014 €	
	Wages and salaries		339,660	376,607	
	Social welfare costs		<u>22,619</u>	<u>31,162</u>	
			<u>362,279</u>	<u>407,769</u>	

The average monthly number of persons employed by the company, including directors during the year was 8 (2014: 9).

The number of employees whose emoluments for the year fall within the followings bands are as follows:

	2015 No.	2014 No.
€60,000 - €69,999	3	3
€70,000 - €99,999	1	1

Emoluments include salaries and all employee benefits.

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

7.	NET INCOME	2015	2014
		€	€
	Net income is stated after charging:		
	Depreciation of tangible assets	<u>7,150</u>	<u>4,555</u>

8. TAXATION

As a registered charity, Senior Citizens Helpline Limited has been granted charitable exemption by the Revenue commissioner under reference CHY16756.

9. TANGIBLE ASSETS

	Office Equipment €	Computer Equipment €	Total €
Current period			
Cost			
At 31 December 2014	22,773	140,008	162,781
Additions	<u>12,976</u>	<u>-</u>	<u>12,976</u>
At 31 December 2015	<u>35,749</u>	<u>140,008</u>	<u>175,757</u>
Depreciation			
At 31 December 2014	13,807	140,008	153,815
Charge for the year	<u>7,150</u>	<u>-</u>	<u>7,150</u>
At 31 December 2015	<u>20,957</u>	<u>140,008</u>	<u>160,965</u>
Net Book Values			
At 31 December 2014	<u>8,966</u>	<u>-</u>	<u>8,966</u>
At 31 December 2015	<u>14,792</u>	<u>-</u>	<u>14,792</u>

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

9. TANGIBLE ASSETS *(continued)*

Prior period	Office Equipment €	Computer Equipment €	Total €
Cost			
At 31 December 2013	14,265	140,008	154,273
Additions	<u>8,508</u>	<u>-</u>	<u>8,508</u>
At 31 December 2014	<u>22,773</u>	<u>140,008</u>	<u>162,781</u>
Depreciation			
At 31 December 2013	9,252	140,008	149,260
Charge for the year	<u>4,555</u>	<u>-</u>	<u>4,555</u>
At 31 December 2014	<u>13,807</u>	<u>140,008</u>	<u>153,815</u>
Net Book Values			
At 31 December 2013	<u>5,013</u>	<u>-</u>	<u>5,013</u>
At 31 December 2014	<u>8,966</u>	<u>-</u>	<u>8,966</u>

10. DEBTORS

	2015 €	2014 €
Amounts due from Health Service Executive	<u>24,543</u>	<u>25,937</u>

11. CREDITORS

Amounts falling due within one year	2015 €	2014 €
Trade creditors and accruals	4,391	8,018
Paye/prsi	12,104	-
Amounts due to related parties (Note 14)	46,585	149,585
Deferred income (Note 12)	<u>69,068</u>	<u>42,260</u>
	<u>132,148</u>	<u>199,863</u>

Trade and other creditors

The carrying amounts of trade, and other creditors approximate their fair value largely due to the short-term maturities and nature of these instruments. The repayment terms of trade creditors vary between on demand and 90 days. No interest is payable on trade creditors.

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

11. CREDITORS

Amounts falling due within one year (continued)

Accruals

The terms of the accruals are based on underlying contracts.

Taxes and social welfare costs

Taxes and social welfare costs are subject to the terms of the relevant legislation. Interest accrues on late payments. No interest was due at the financial year end date.

12. DEFERRED INCOME

	Balance 31 December 2014 €	Received 2015 €	Statement of Financial Activity 2015 €	Balance 31 December 2015 €
Atlantic Philanthropies Strategic Grant	<u>42,260</u>	<u>213,000</u>	<u>186,192</u>	<u>69,068</u>

13. RECONCILIATION OF NET INCOME TO NET CASH <USED IN>/PROVIDED BY OPERATING ACTIVITIES

	2015 €	2014 €
Net income	6,444	127,461
Depreciation	7,150	4,555
Movement in debtors	1,394	16,693
Movement in creditors	<67,715>	<u>57,217</u>
Cash <outflow>/inflow from operating activities	<52,727>	<u>205,926</u>

14. RELATED PARTY TRANSACTIONS

Third Age Foundation Limited, a company limited by guarantee and a registered charity is regarded as a related party due to a commonality of directors and both companies having a common cross company purpose and objective.

Monies in the amount of €89,000 (2014: €103,000) were received from Atlantic Philanthropies (Innovation Hub) by Senior Citizens Helpline Limited on behalf of Third Age Foundation Limited. There were no amounts due at year end date (2014: €103,000).

At the balance sheet date an amount of €46,585 (2014: €46,585) is due by the company to Third Age Foundation Limited in relation to funding provided to the company for the building project costs.

SENIOR CITIZENS HELPLINE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

14. **RELATED PARTY TRANSACTIONS** *(continued)*

During the year an amount of €122,268 (2014: €172,264) was received by the company from Third Age Foundation Limited in respect of reimbursement of payroll and associated costs undertaken by the company for the senior advocacy programme. There were no amounts due at year end date (2014: €nil).

Key management personnel compensation

Those charged with the authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel. Total remuneration in respect of these individuals is €256,750 (2014: €260,923).

15. **TRANSITION TO FRS 102**

This is the first year that the company has presented its results under FRS 102. The last financial statements under the Irish GAAP were for the year ended 31 December 2014. The company transitioned from previously extant Irish GAAP to FRS 102 as at 1 January 2014. The transition to FRS 102 has not affected the reported financial position and financial performance of the company.

16. **APPROVAL OF FINANCIAL STATEMENTS**

The financial statements were approved by the board of directors on 27 June 2016.