

2020

Annual Report

HELPLINK MENTAL HEALTH



**Accessible Mental Health
Counselling, Information & Education**

Helplink Mental Health
HQ 1st Floor, The Plaza,
Headford Road, Galway City.

+353 (0)818 99 88 80
helplinksupport@helplink.ie
helplink.ie & mindhcks.ie



Dear friends and Supporters,

I cannot believe that almost a year has already passed and yet the covid-19 pandemic is still here affecting us both physically but also mentally. Many people across the globe have seen their lives turned upside down, losing family members, friends, neighbours, losing their jobs... University and school students have faced challenges way beyond what they would have expected in their lifetime and at such an early stage of their teenage or adult life: many despite the best efforts of their parents friends and therapists will bear the Covid scars for a long time. Some of us have been luckier than others but I can say with any doubt that we have all been affected one way or another and that it has not been easy to say the least.

A recent survey from The College of Psychiatrists of Ireland examining the impacts of Covid-19 on mental health in the seven-month period between June 2020 and the end of December shows a major rise in mental health referrals and relapses during the pandemic. Half of respondents said they felt they were unequipped with IT to do their job remotely. The survey state's "The pandemic has added enormous strain on an already fragile mental health service and there is little appreciation at a policy level for how serious the situation now is on the ground."

Already providing counselling for Irish expats living overseas through our strong collaboration with an on-line platform specialised in supporting on-line therapy and counselling, Helplink Mental Health had few difficulties to adapt to this new temporary situation. Unfortunately many are uncomfortable with a virtual approach, and are waiting for restrictions to be lifted despite their critical need for counselling.

Aside from vaccination, developing resilience is one of the most effective methods of battling the pandemic from a mental health point of view. Resilience is our ability to bounce back after we have struggled, faltered, or failed. It is being able to pick ourselves up, dust ourselves off, take a moment or two to collect ourselves, and then get back to the business of pursuing our goals. It involves optimism.

In the words of Epictetus an ancient stoic “It's not what happens to you, but how you react to it that matters. When something happens, the only thing in your power is your attitude towards it; you can either accept it or resent it.”

From a growth and sustainability perspective it has been a very good year for Helplink Mental Health, and I will leave Lochlann our CEO to provide you with more details.

This year once again our Board of Trustees has stepped up to the mark. I want to take the time to thank Cecil Lenihan who joined us as finance expert: he has been putting a tremendous work in terms of finance monitoring and planning. Ruairí Keyes who joined us in 2020 along with Brenda Fallon and Clíodhna McGuire have been doing a fantastic job around Governance compliance.

I would like to make a special mention of Greg McMenamin who has been an outstanding administrator since he joined us in 2016, Greg has left the organisation for a new chapter in his life and on behalf of the Board we want to wish him all the best in his next journey, and welcome Rachael Kehoe who is taking over the administrator responsibilities.

All the best and Stay safe

Gilles Varette

Chairperson of Helplink mental Health



Dear Readers,

As you know 2020 was an extremely tough time for us all; especially from a mental health aspect. At Helplink we saw and heard that the mental health of our communities was and is suffering very much, from the various aspects of the pandemic, which has changed all our lives irrevocably.

Helplink, as always, saw the need for more accessible mental health services for people of all ages and as a result we developed our community response to the pandemic.

We were the first mental health organisation in Ireland to provide free counselling nationally to people that lost their jobs during the pandemic (this service is ongoing into 2021) and also during the first lockdown in March we were the first (and only to our knowledge) mental health organisation to provide free addiction counselling nationally.

Furthermore, during 2020, with the support of the Irish Youth Foundation we began redeveloping our student wellbeing workshops to be available online nationally and we did extra/special additions of our radio and podcast shows 'The Helplink Show'; to provide mental health advice and support to people throughout the year.

Finally, in 2020 we released Ireland's first national gambling addiction counselling service (funded by the Gambling Awareness Trust); the service is available nationally online or by phone 7 days a week and out-of-hours for people with gambling addictions/dependencies (who are over the age of 16) and their family members as well.

Huge thanks is need to the Community Foundation of Ireland, the Ireland Funds and to the Department of Rural and Community Development (under the Stability Scheme for the charitable sector) for their financial funding support which helped us to continue to provide our services and to upgrade our health and safety measures within our offices.

A further thank you is needed for all our Staff, Counsellors, Volunteers and Board Trustees for their consummate professionalism and support during one of the toughest years on record for all.

Our mental health service provision increased across the board in 2020 and an example of this is the fact that our counselling services provision rose by 93% on 2019! We provided just <4800 appointments locally in Galway and Mayo face-to-face and also nationally/internationally online.

2020 was also another year of great outside recognition of our services for example one of Helplink's mental health information services 'The Helplink Show' was shortlisted for the Headline Mental Health Media Awards 2020 - Impact Award:



Also we were delighted to be chosen by Rethink Ireland to join the Genesis Programme in 2020 under the Social Enterprise Development Fund.



Finally in 2020 we were chosen by NUI Galway Student's Union to be one of three charities that the students would fundraise for throughout the academic year 2020/21; more to follow on this!.

I hope you enjoy the following annual report and would once again like to thank all our supporters during 2020 and beyond.

Mise le meas,

Lochlann Scott
Founder/CEO Helplink Mental Health



Statistics Report

2020



Summary

4795

Total
Appointments

93%

Increase in
Appointments

546

Busiest Month
September

628

New
Clients

60%

Increase in
New Clients

121

Busiest Months
June & August

17

Countries
Reached

37

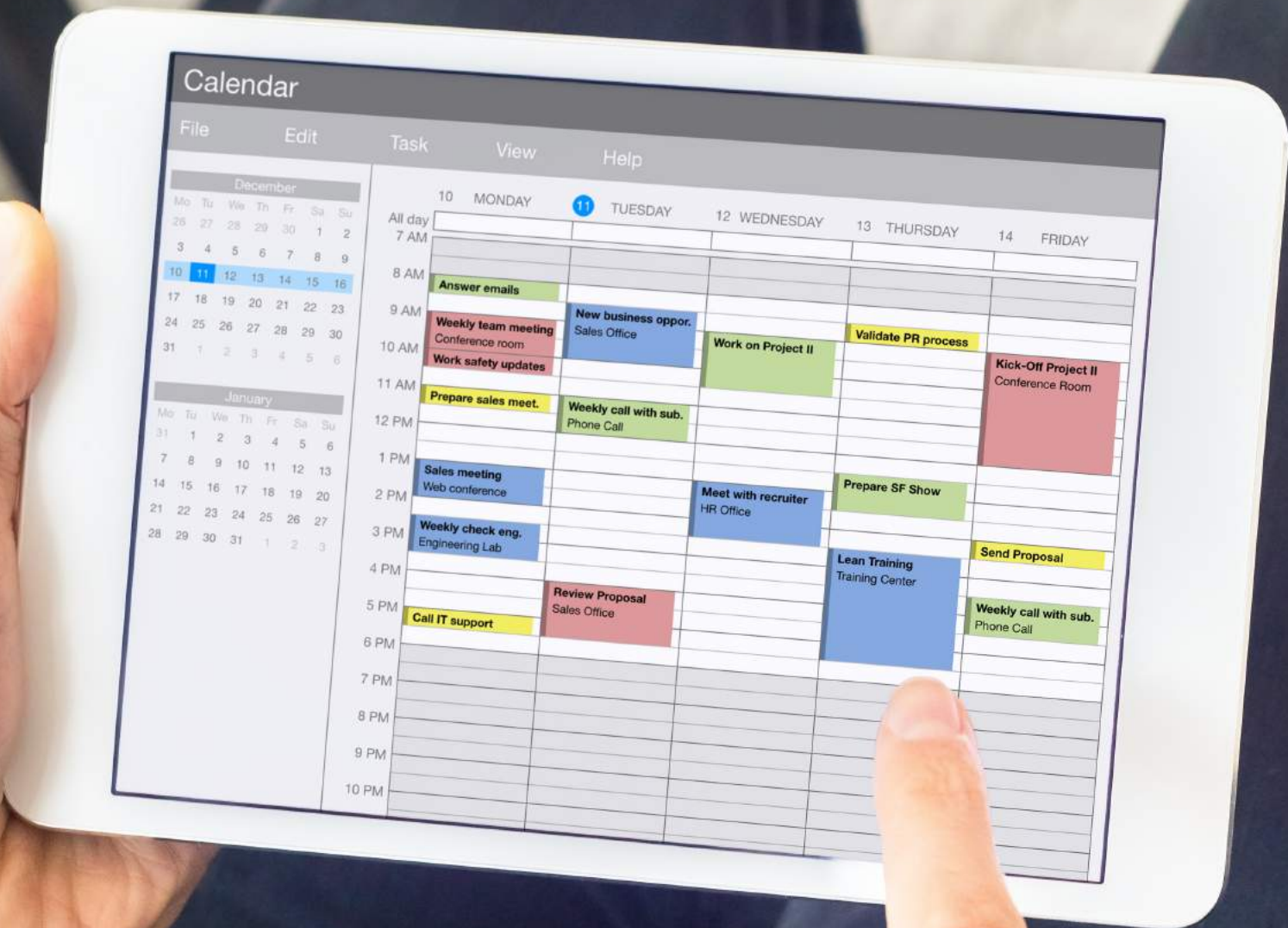
Global Cities
Reached

20

Irish Counties
Reached



Appointments



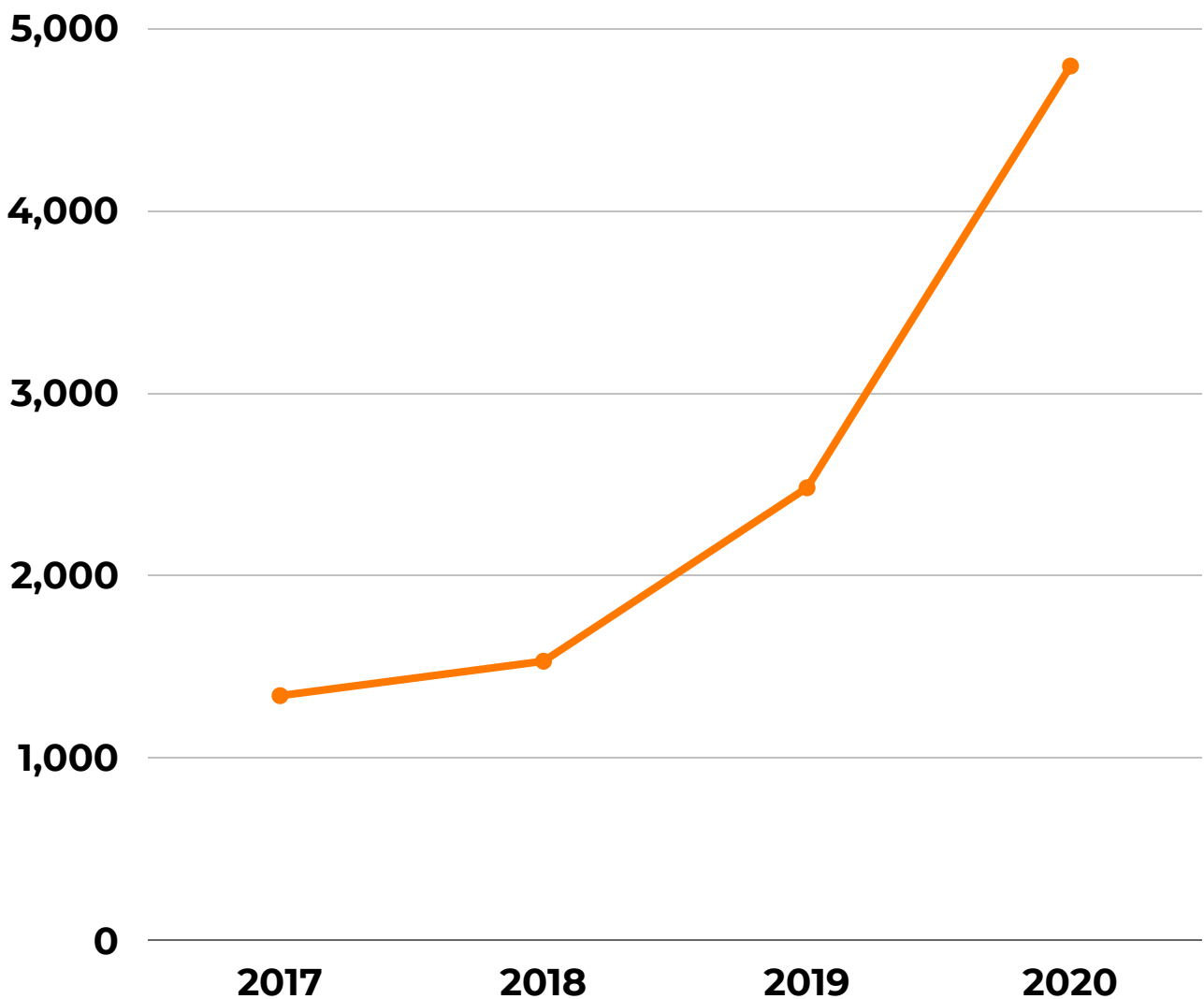
Appointments

Total Appointments

4795
Appointments

2017	2018	2019	2020
1342	1531	2482	4795
	↑14%	↑62%	↑93%

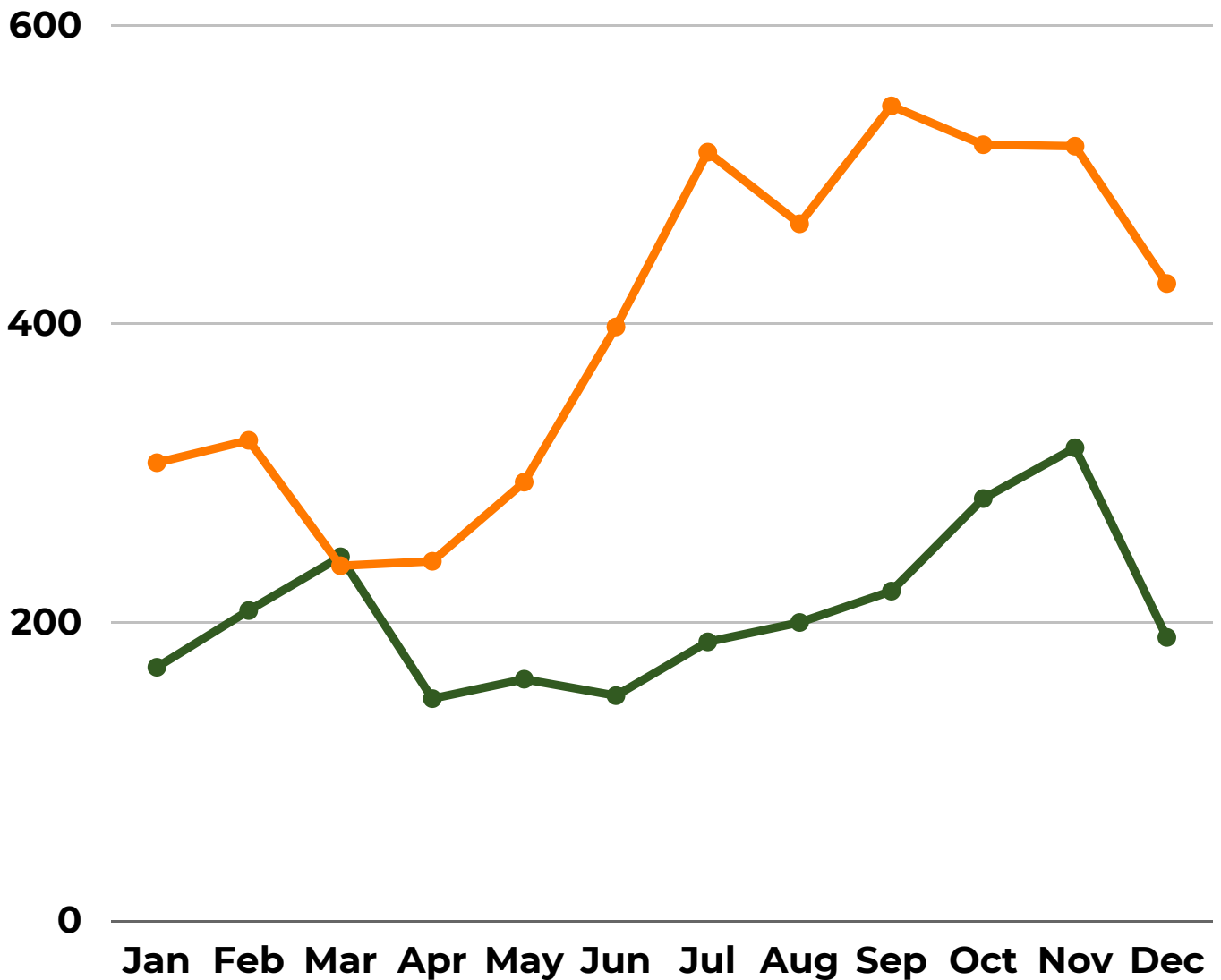
Busiest Month September 546
Busiest Week 07-13 Sept 132



Appointments

2019-2020 Comparison

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	170	208	244	149	162	151	187	200	221	283	317	190
2020	307	322	238	241	294	398	515	467	546	520	519	427
	↑81%	↑55%	↓2%	↑62%	↑81%	↑164%	↑175%	↑134%	↑147%	↑84%	↑64%	↑125%





Clients

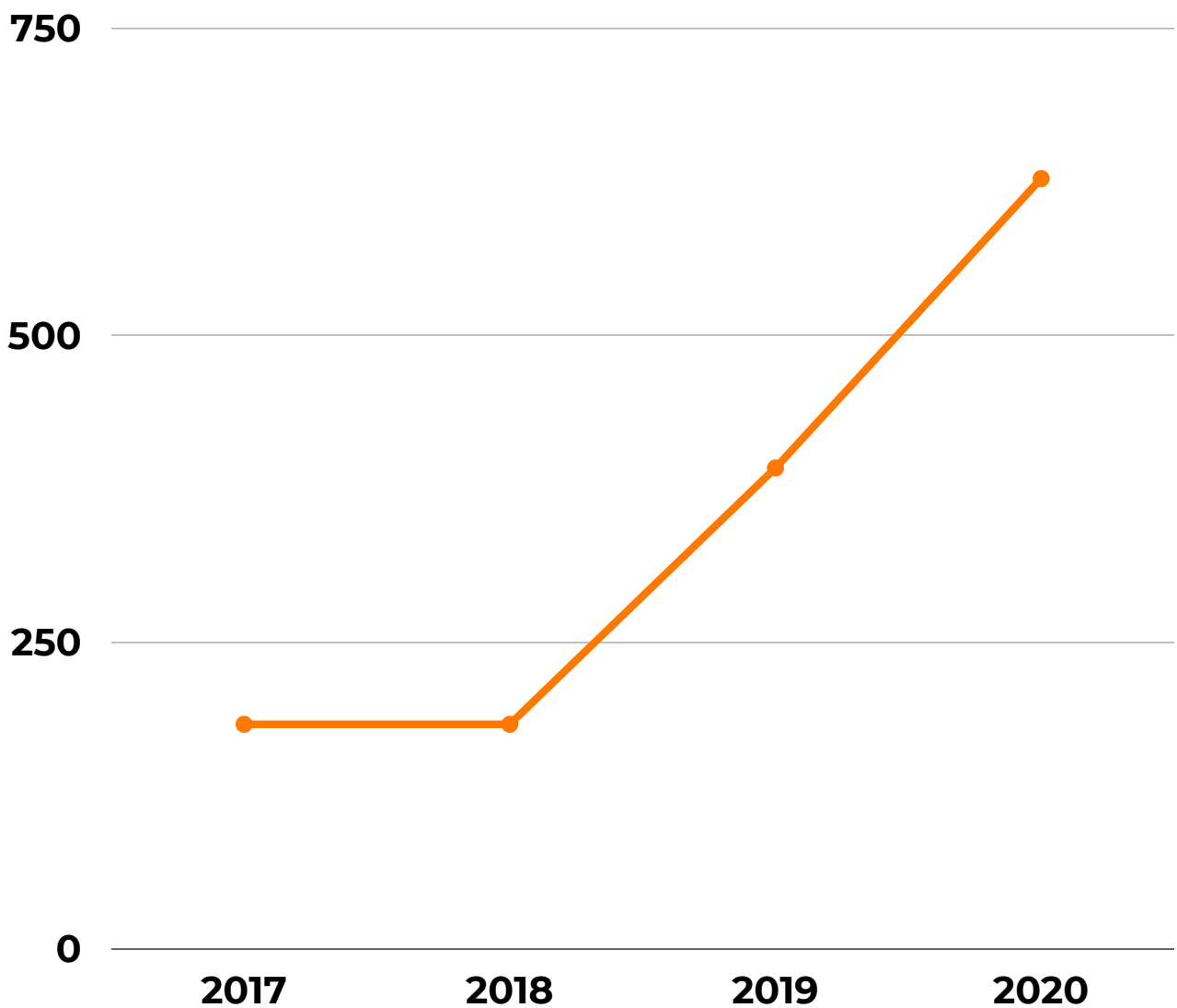


Clients

Total Clients

628
Clients

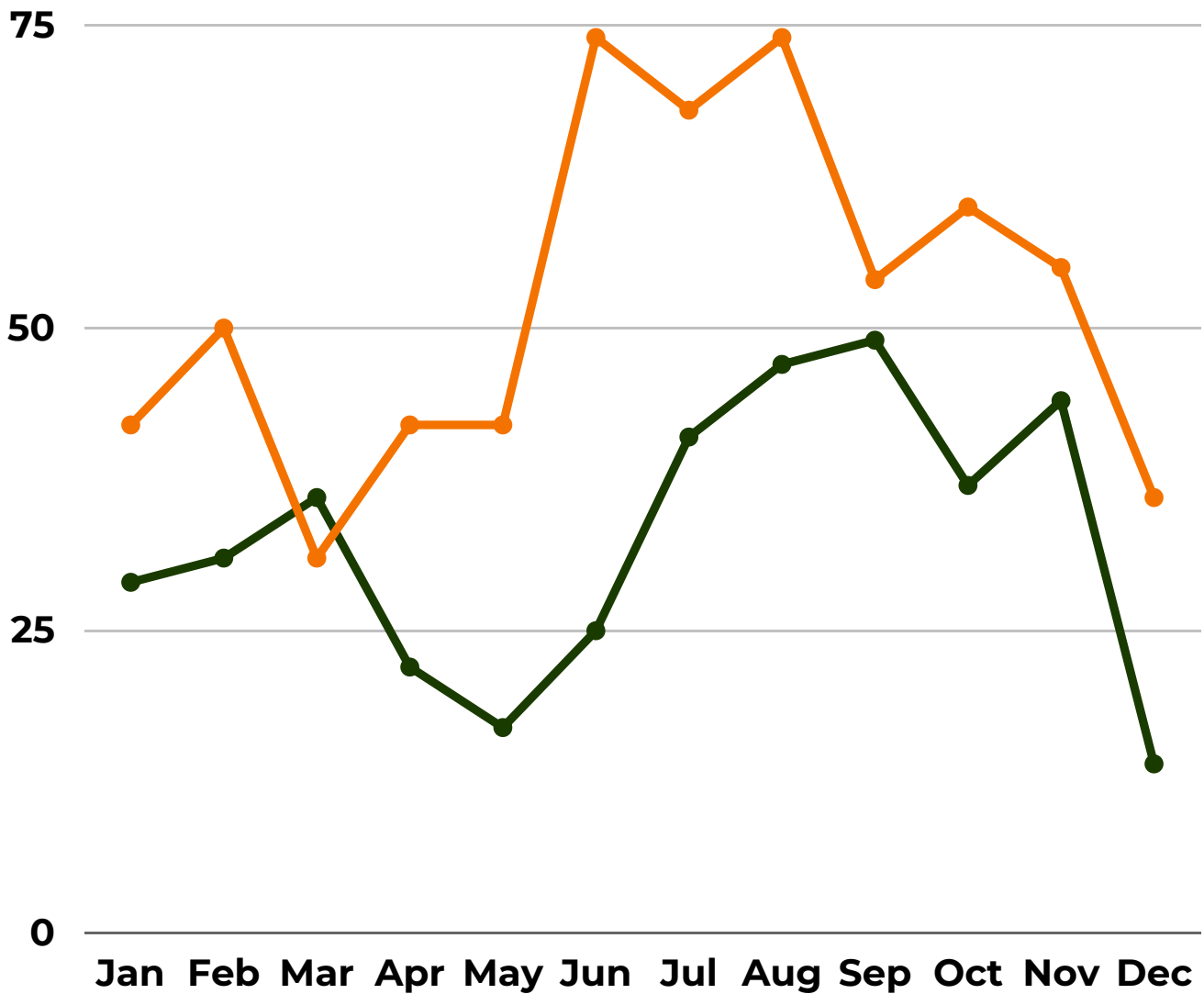
2017	2018	2019	2020
183	183	392	628
	0%	↑114%	↑60%
Busiest Month	June & August		74
Busiest Week	10-16 August		28



Clients

2019-2020 Comparison

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	29	31	36	22	17	25	41	47	49	37	44	14
2020	42	50	31	42	42	74	68	74	54	60	55	36
	↑45%	↑61%	↓4%	↑91%	↑147%	↑196%	↑66%	↑57%	↑10%	↑62%	↑25%	↑157%



Clients

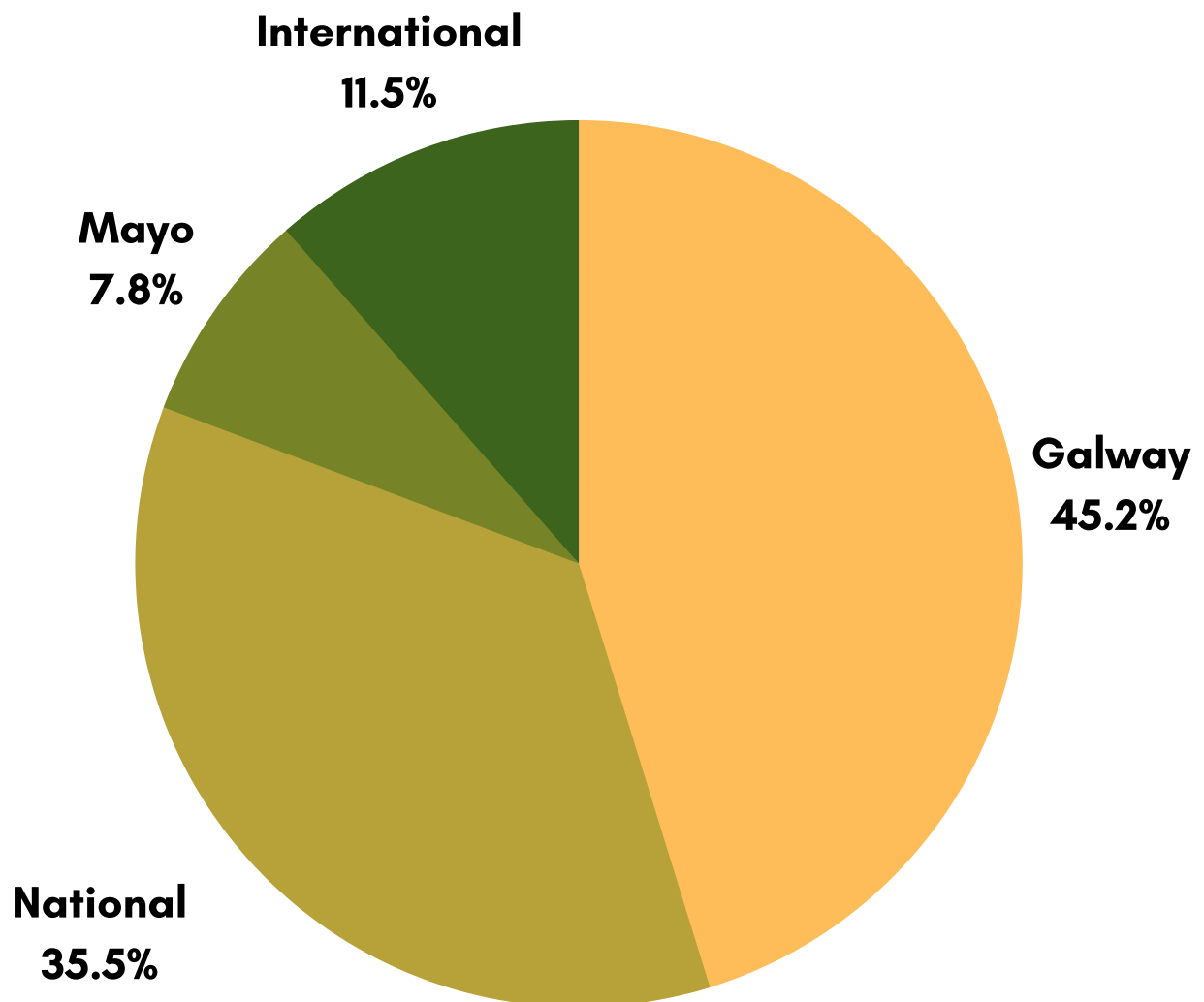
Locations

Galway
284

National
223

Mayo
49

International
72



Clients

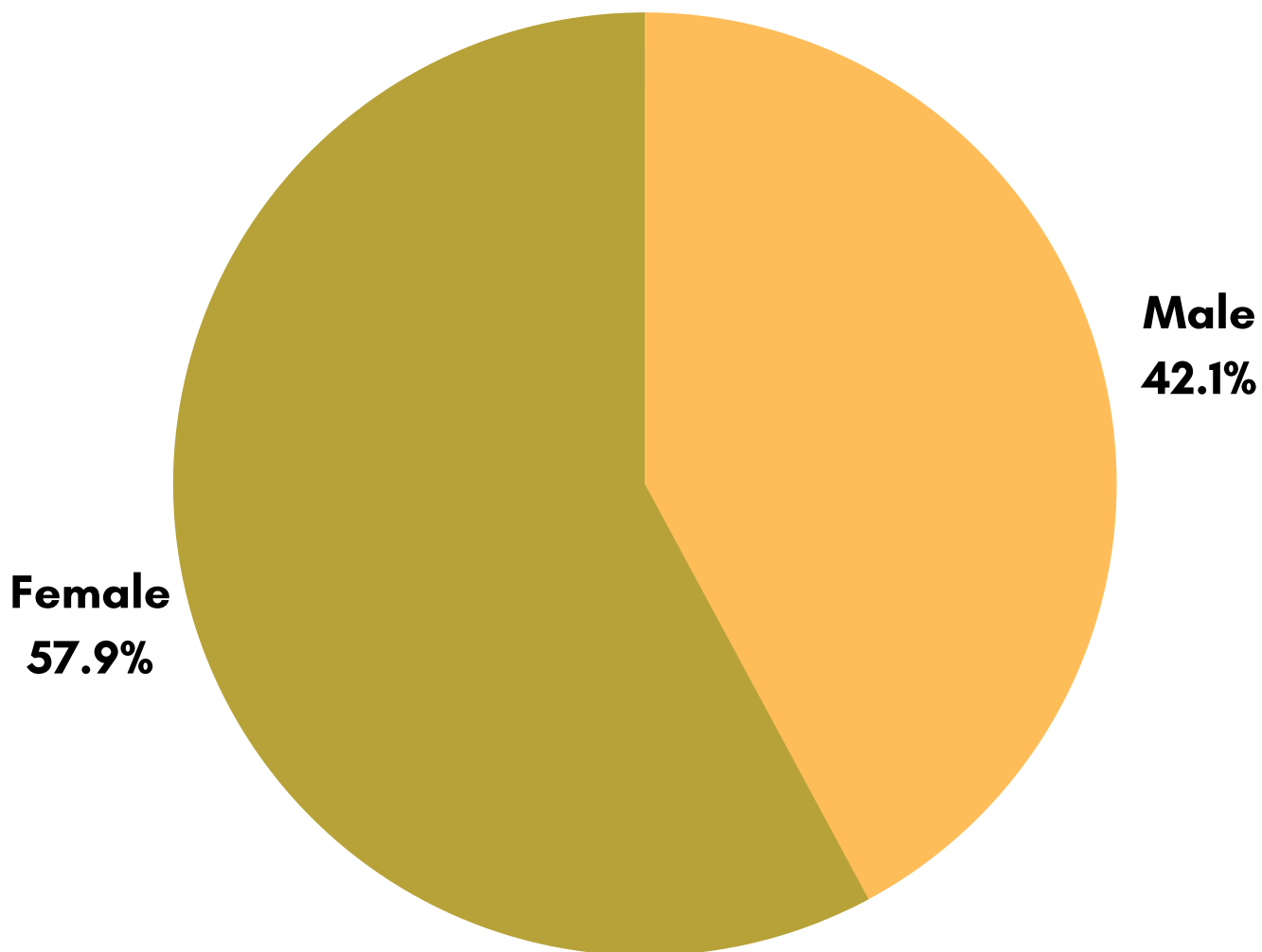
Gender

Male

268

Female

368



Clients

How They Discovered The Service

Online Search
51%

Family Member
18%

Friend
11%

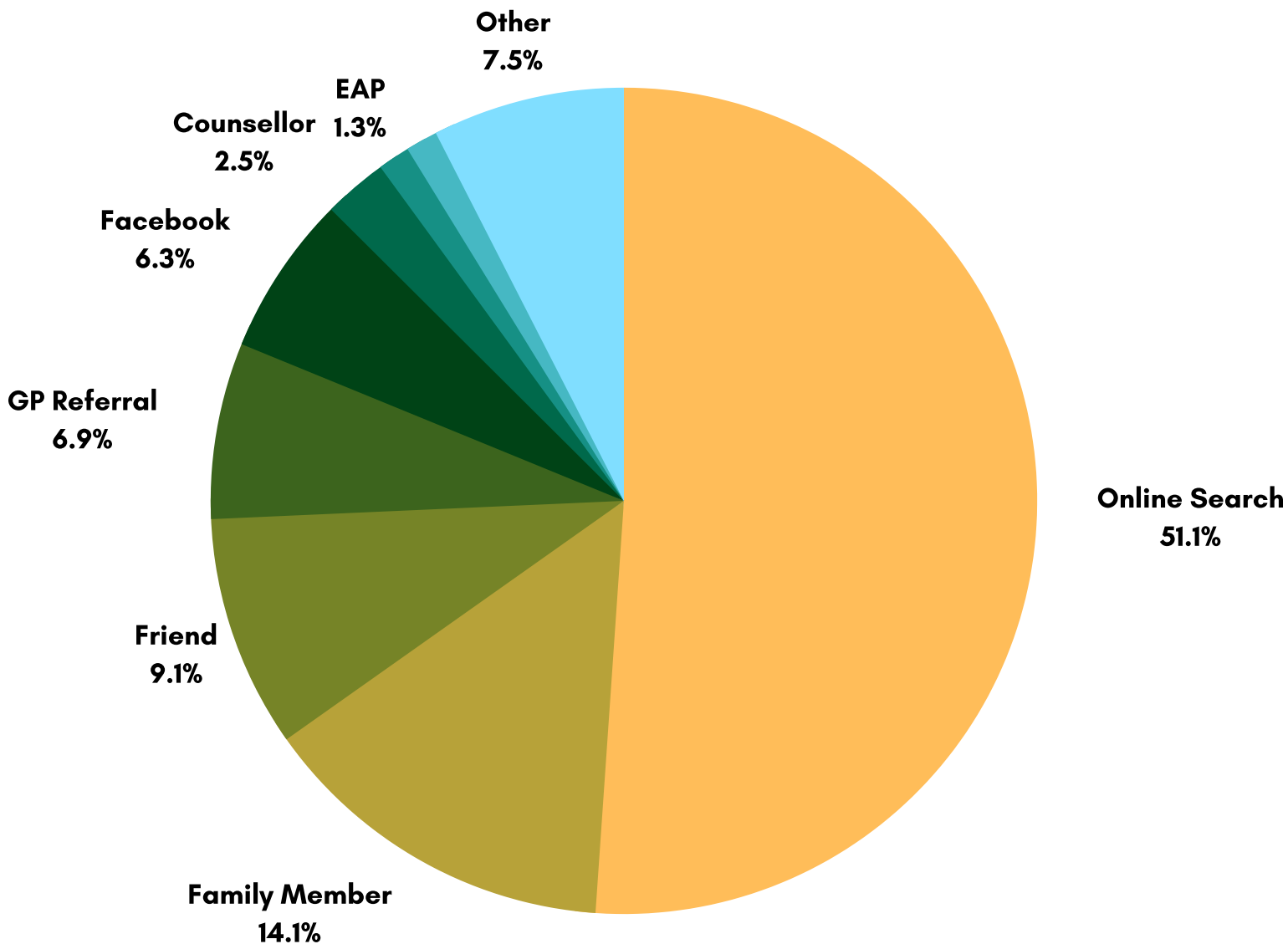
G.P. Referral
11%

Facebook
8%

Counsellor
5%

E.A.P
4%

Media
4%



Others Include:

Galway Simon Community, Pieta House, Armed Forces, Atlantic Language School, Australian Embassy, CAHMS, College, GTM, Jigsaw, JobsAbility Cork, Mayo Mental Health, Radio, Social Media, Social Worker, Solicitor, Spun Out, Stepping Stones, Western Care



Locations



Locations

Countries

17
Countries

Canada
27%

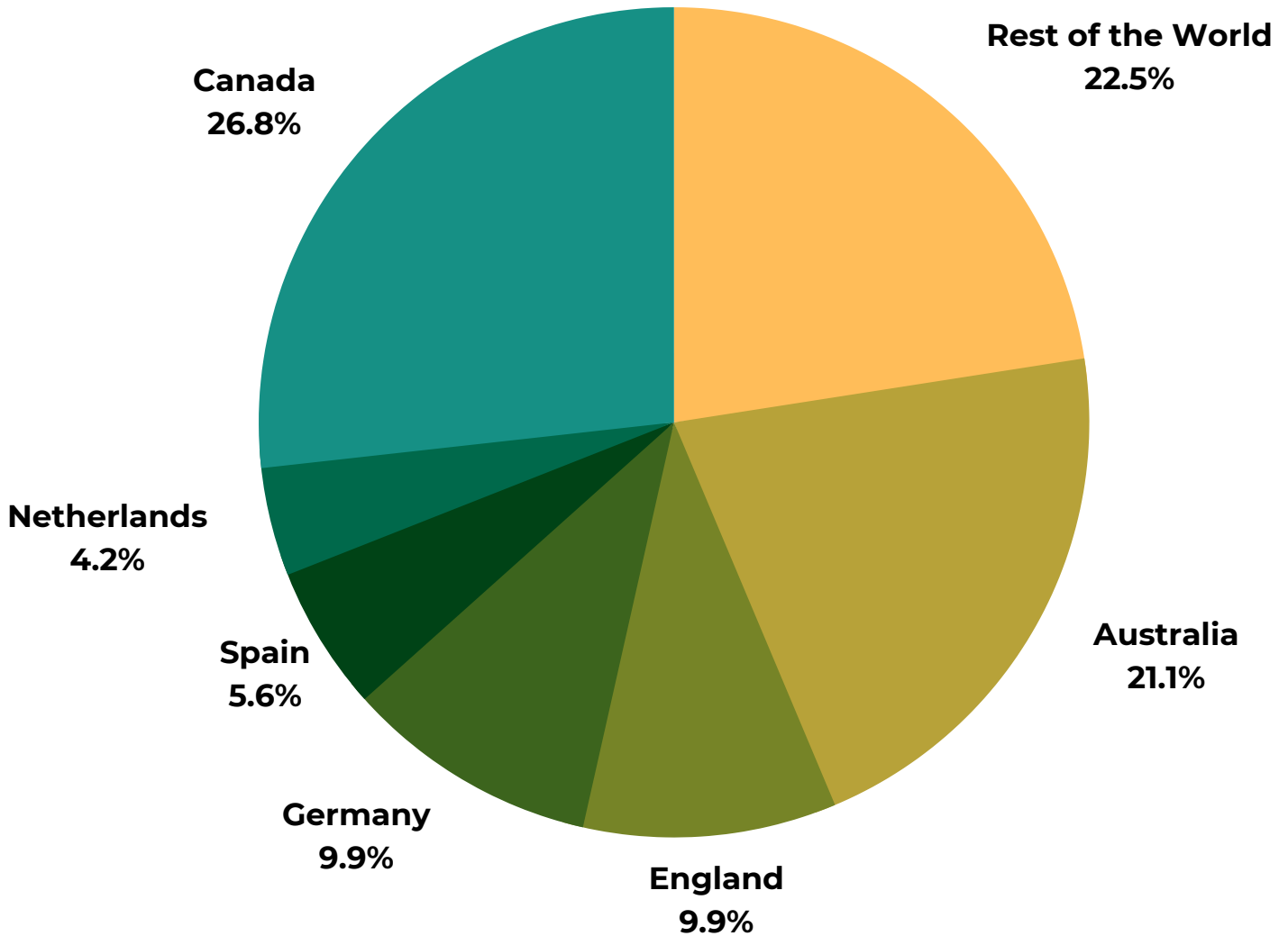
Australia
21%

England
10%

Germany
10%

Spain
6%

Netherlands
4%



Rest of the World Includes:

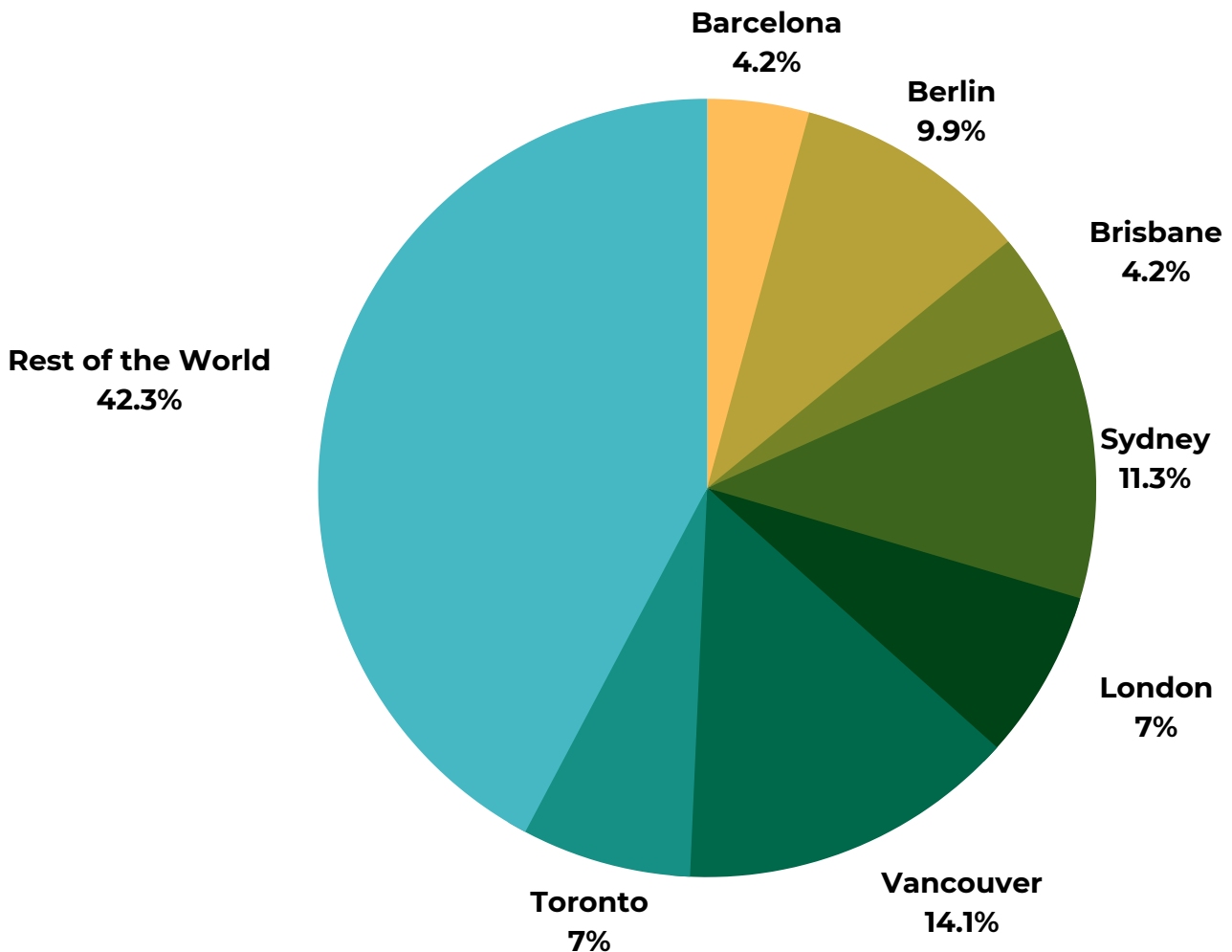
Scotland, Turkey, U.A.E., U.S.A., Vietnam, Indonesia, Japan, Phillipines, Portugal, Singapore, Thailand

Locations

Global Cities

37
Cities

Vancouver 14%	Sydney 11%	Berlin 10%	London 7%	Toronto 7%	Brisbane 4%	Barcelona 4%
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Rest of the World Includes:

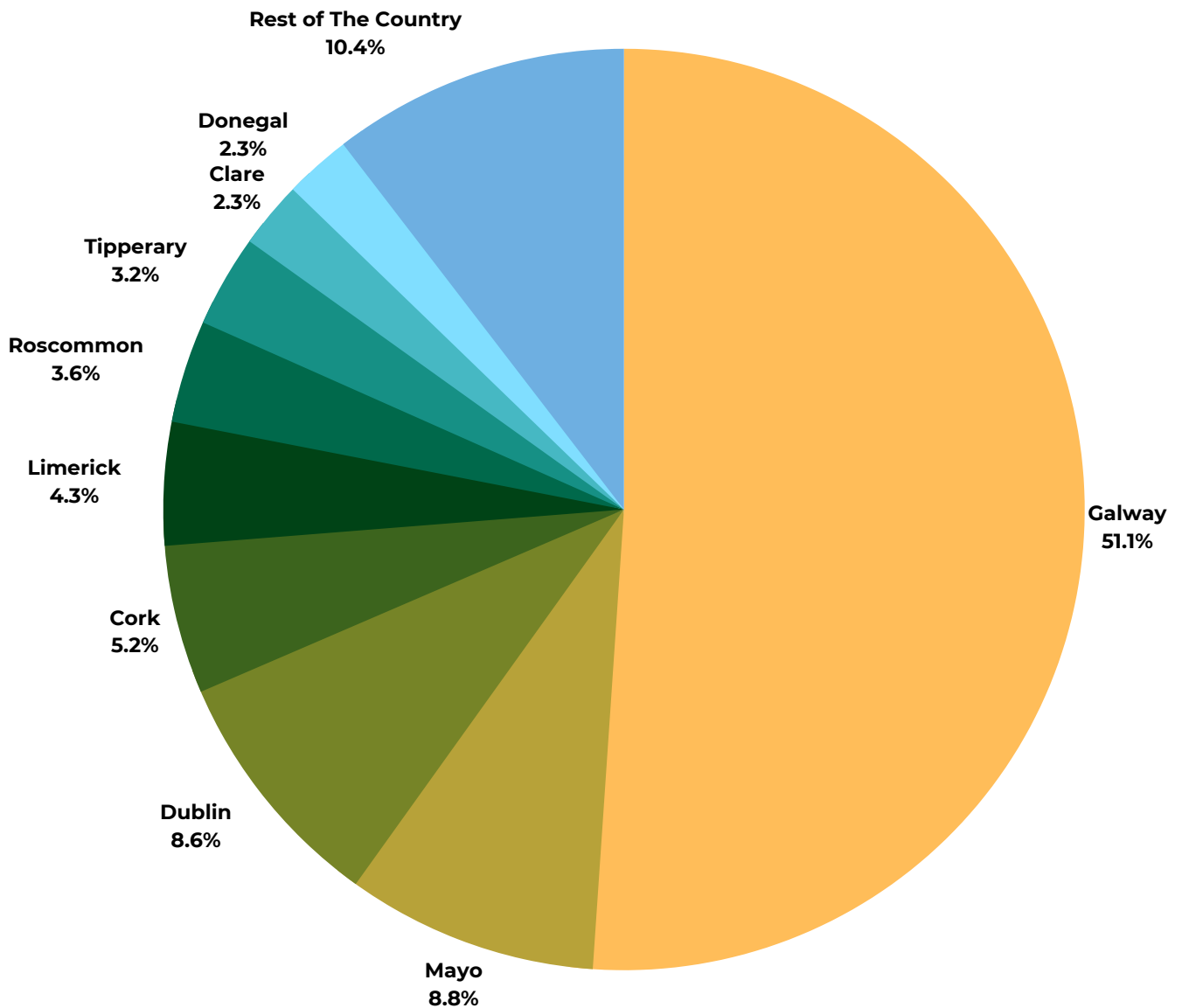
Abu Dhabi, Amsterdam, Antalya, Bentley, Bilbao, Broome, Chicago, Dubai, Edinburgh, Eindhoven, Ha Noi, Ho Chi Minh City, Inverness, Istanbul, Jakarta, Liverpool, Manila, Melbourne, Montreal, Nelson, New York, Orca, Paderborn, Rotterdam, St. John, St. Laurent, Seville, Singapore, Surat Thani, Tokyo

Locations

Irish Counties

20
Counties

Galway	Mayo	Dublin	Cork	Limerick	Roscommon	Tipperary	Clare	Donegal
51%	9%	9%	5%	4%	4%	3%	2%	2%



Rest of the Country Includes:

Kerry, Kildare, Kilkenny, Offaly, Waterford, Westmeath, Wexford, Laois, Louth, Monaghan, Sligo

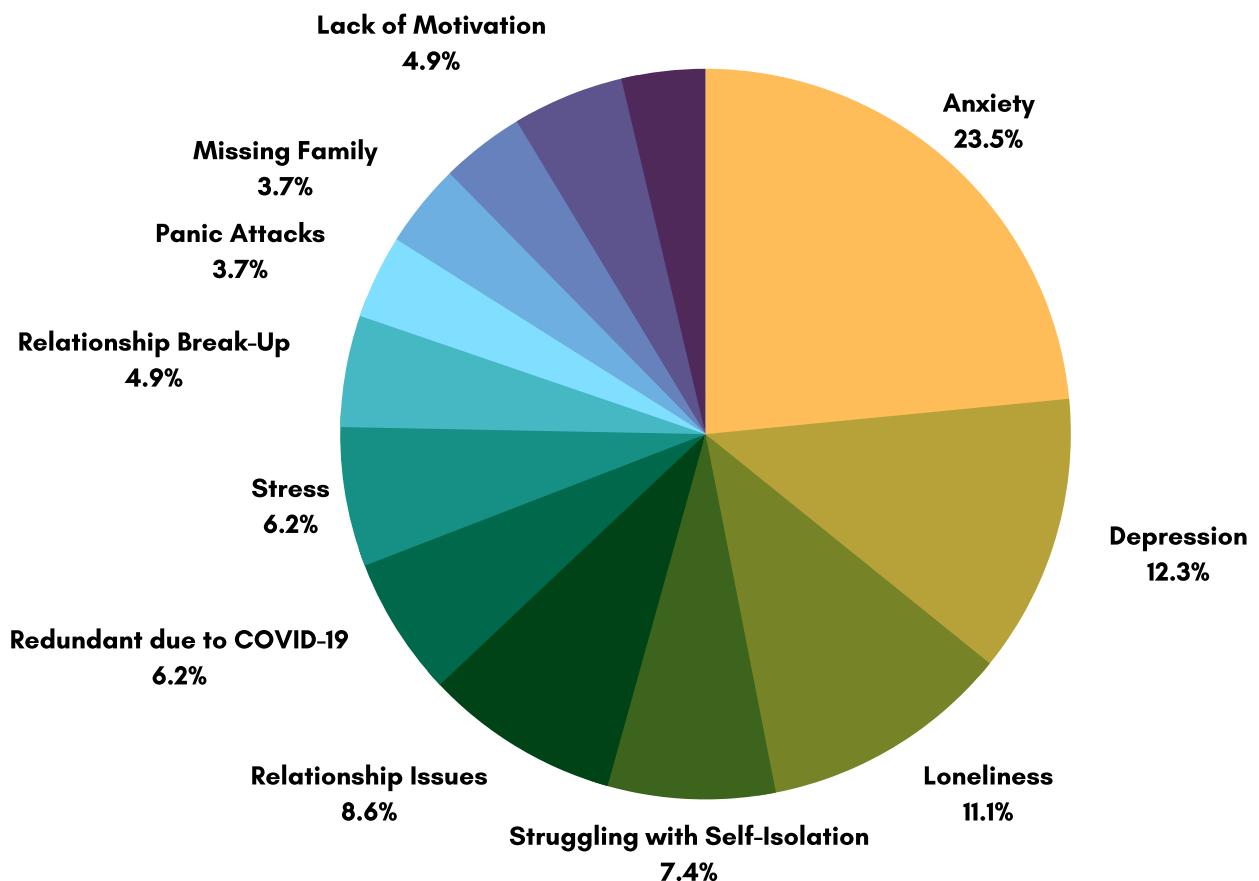
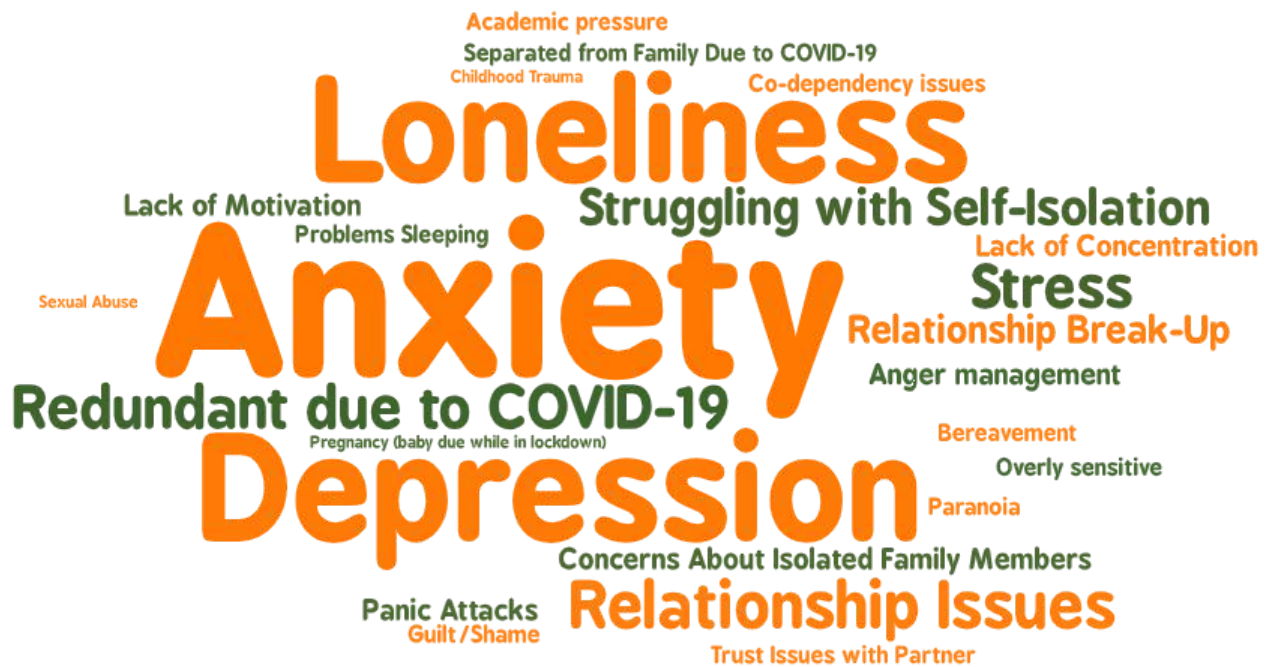


Presenting Issues



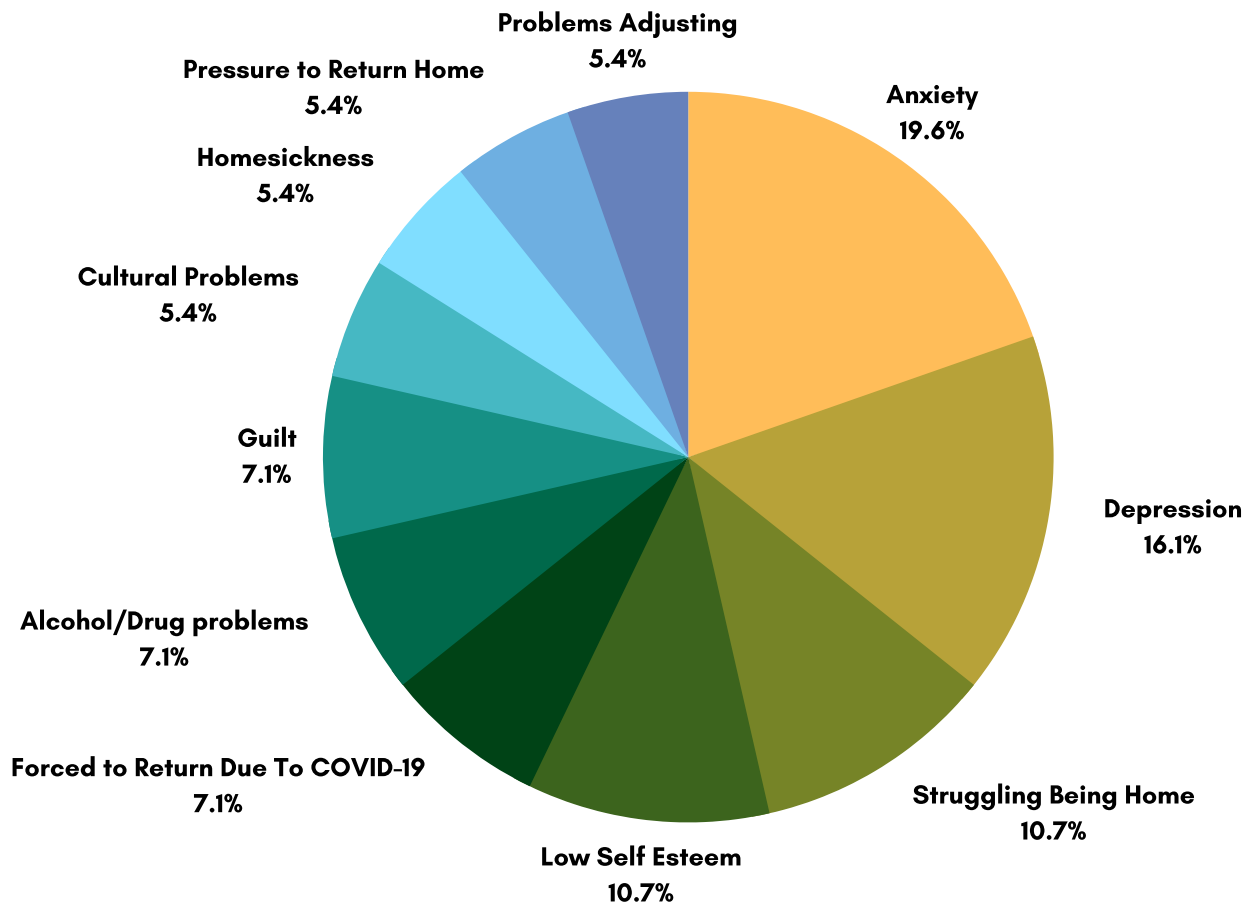
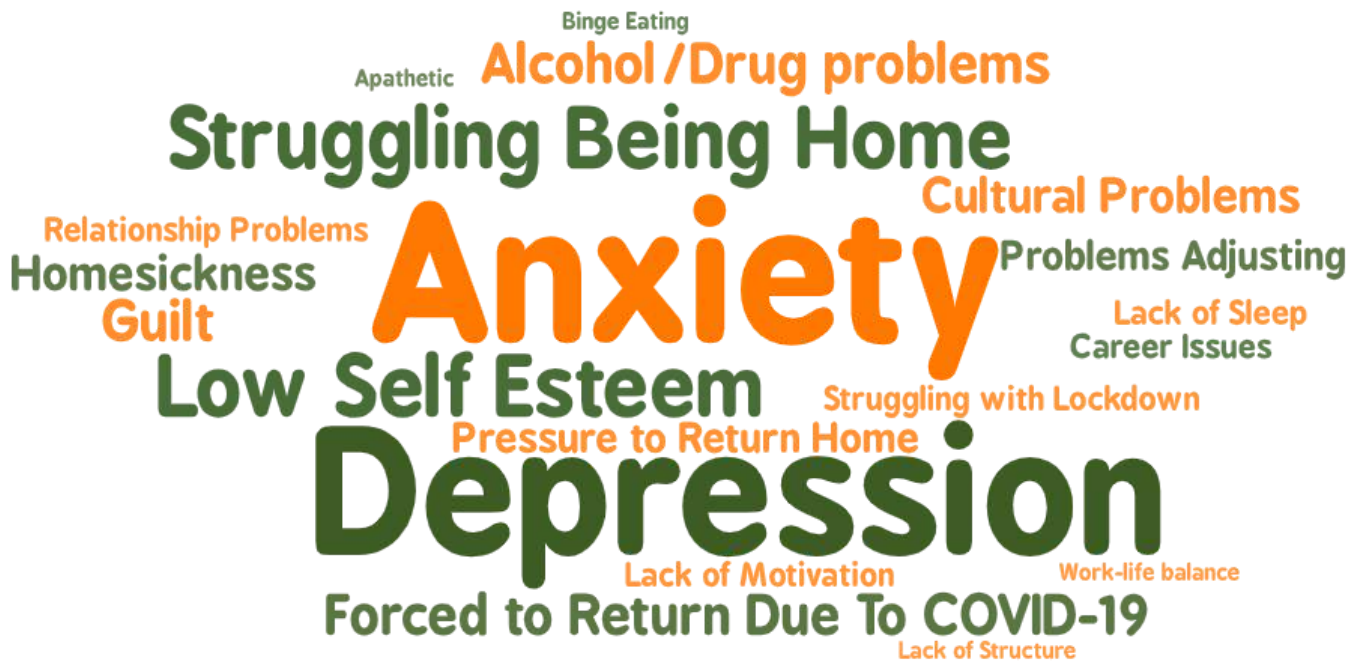
Presenting Issues

General Counselling



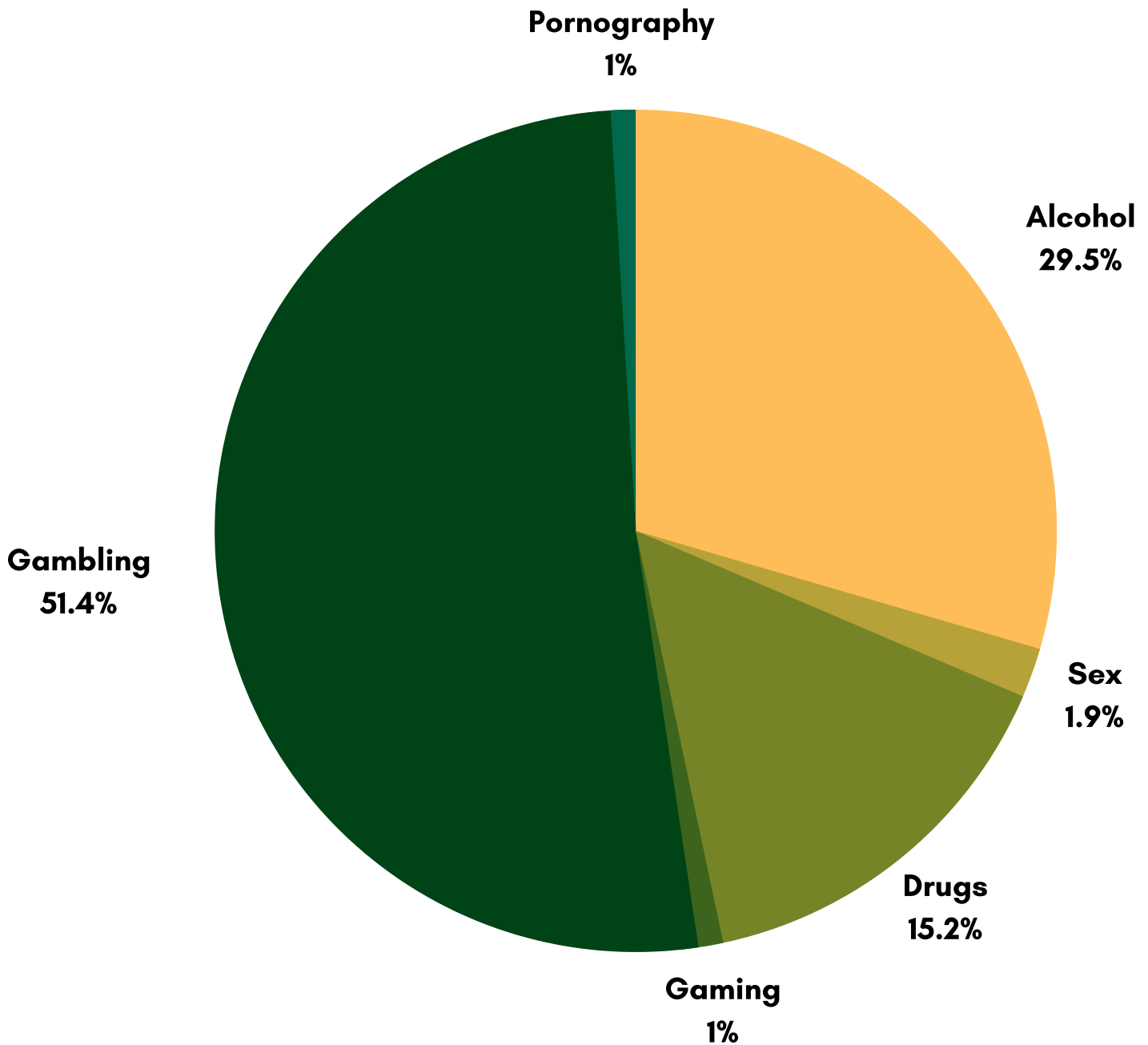
Presenting Issues

Irish Abroad



Presenting Issues

Addiction Counselling



Social Media Summary



>185k
Tweet
Impressions



265
Total Mentions



>1200
Followers



>500
Followers



>470
Followers



>2400
Followers



Website
Users >22k



>48k
Page Views

Financial Breakdown 2020

Full Audited Accounts Available on Helplink.ie

Profit and Loss January - December 2020

	TOTAL
Income	
Counselling Income	256,731.15
Donations	14,923.85
Grant Funding	27,691.52
Room Rental	4,921.35
Uncategorised Income	-327.17
VAT Refund	321.30
Workshops Income	1,000.00
Total Income	€305,262.00
GROSS PROFIT	€305,262.00
Expenses	
Administrator (Sub Contract)	1,265.00
Amortisation expense	-2,363.26
Bank Charges	1,974.75
CEO Expenses	1,056.02
Counsellors (Sub Contract)	86,477.00
Depreciation expense	6,861.76
DFA Grant Repayment	5,413.21
Heat & Light	1,731.50
Insurance - General	922.00
Interest expense	272.08
Marketing	11,737.68
Office Expenses	3,709.99
COVID-19 Expenses (deleted)	437.98
Total Office Expenses	4,147.97
Other Staff Costs	1,051.87
Phone & Broadband	3,840.47
Postage & Packaging	168.60
Professional Fees	
Accountancy Fees	3,353.01
Total Professional Fees	3,353.01
Rent	18,002.45
Room Rental-Change	5.45
Software & I.T.	2,127.63
Stationery and Printing	11.52
Subscriptions	3,601.80
Training Expenses	785.00
Uncategorised Expense	10.15
Wage Expenses	0.00
Addiction Counsellor Pay	60,350.89
Admin Pay	30,582.16
CEO Pay	52,970.44
Employee Wage Subsidy Scheme	-1,624.00
Employer's PRSI	8,596.62
Temporary COVID-19 Wage Subsidy Scheme	-33,255.51
Total Wage Expenses	117,620.60
Total Expenses	€270,074.26
NET EARNINGS	€35,187.74

Financial Breakdown 2020

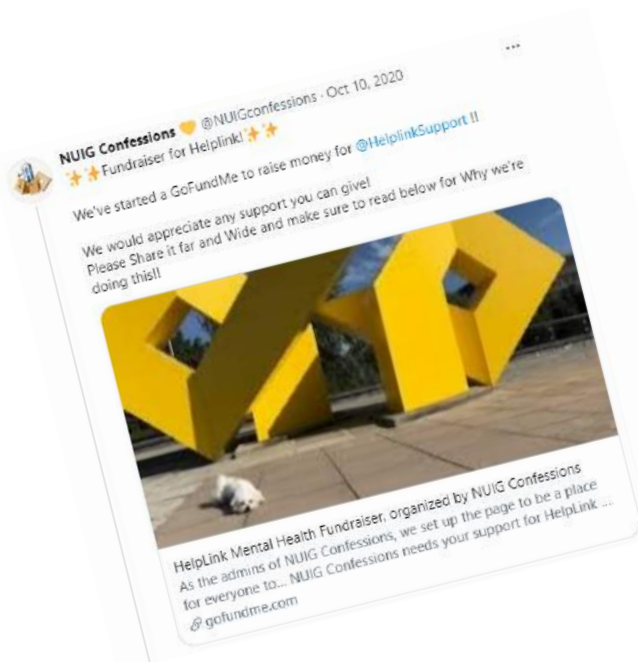
Full Audited Accounts Available on Helplink.ie

Balance Sheet As of December 31, 2020

	TOTAL
Assets	
Current Assets	
Accounts receivable	
Accounts Receivable (A/R)	1,581.00
Total Accounts receivable	€1,581.00
AIB Current Account 44384-095	74,938.45
Cash & Cash Equivalents	
Cash Account	70.00
Cash Account-Mayo	175.00
Cash Float	74.15
Cash Float-Mayo	75.00
Paypal Account	620.00
Sum Up	0.00
Total Cash & Cash Equivalents	1,014.15
Total Current Assets	€77,533.60
Long-term assets	
Computer equipment	1,489.17
Mobile Phone	0.00
Website	3,519.90
Office Equipment	732.11
Total long-term assets	5,741.18
Total Assets	€83,274.78
Liabilities and shareholder's equity	
Current liabilities:	
Accounts payable	
Accounts Payable (A/P)	941.39
Total Accounts payable	€941.39
Accrued liabilities	14,722.15
Advances - CEO	0.00
AIB Loan Account 44384-178	4,396.14
Capital grants	2,876.51
Collector General Payable	0.00
Deferred Income	
Deferred Income - GAT	0.00
Deferred Income - GTM	6,100.00
Deferred Income - Mind Hacks-IYF	7,431.20
Deferred Income - TUSLA Alcohol Service	2,670.00
Deferred Income - TUSLA FC Service	10,000.00
Total Deferred Income	26,201.20
Net Pay Control	0.00
Payroll liabilities	11,141.21
VAT payable	0.00
Total current liabilities	€60,278.60
Shareholders' equity:	
Net Income	35,187.74
Opening Balance Equity	0.35
Retained Earnings	-12,191.91
Total shareholders' equity	€22,996.18
Total liabilities and equity	€83,274.78

NUI Galway Students

Fantastic Fundraisers!



Some of Our Amazing Supporters / Partners / Funders in 2020

