



spunot



Community Creations CLG

# Annual Report 2023





## Our Company Information

spunout (Community Creations CLG)

### Chairperson

Tara Doyle

### Directors

Tara Doyle

Conor Nolan

Suzanne Mulholland

Barry Ryan

Maria McCann

Daniel Waugh

Conor Healy

Dermot O'Sullivan

Ross Boyd

Aisling Maloney

Emma Finn (resigned 15 April 2023)

Gillian O'Brien (appointed 2 September 2023)

Garrett Harte (appointed 2 September 2023)

Danielle Martin (appointed 2 September 2023)

### Company Secretary

Conor Healy

(appointed 2 September 2023)

Ian Power

(resigned 2 September 2023)

### CEO

Ian Power

### Independent Auditors

Woods & Partners

3 Eglinton Terrace

The Taney Buildings

Dundrum

Dublin 14

### Bankers

Allied Irish Bank PLC

Main Street

Ballyshannon

Co. Donegal

### Solicitors

Meaghers Solicitors

8 Exchange Place

IFSC

Dublin 1

### Business Address

Sean MacBride House

48 Fleet Street

Dublin 2

### Charity Tax Number (CHY)

16212

### Charity Registration Number

20057923

### Company Number

384783

Community Creations CLG, trading as



**Impact Report,  
Directors' Report &  
Audited Financial Statements**

**FOR THE YEAR ENDED 31<sup>st</sup> DECEMBER 2023**

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# Chairperson's Welcome



I'm very pleased to present spunout's Audited Financial Statements for 2023.

This has been my second year as serving as Chairperson of the Board of Directors, and it has once again been an honour to lead our team of dedicated, hardworking and passionate staff and volunteers as the organisation continues to go from strength to strength.

During 2023, we remained totally committed to our goal of building an Ireland where everyone is empowered and supported to thrive. This objective has been restated and rejuvenated through the work done to adopt our new multi-annual strategic plan: "Supported to Thrive 2023-2027". Thanks to the vision developed in consultation with all of our Directors, staff, volunteers, stakeholders, and of course young people, we now have a new roadmap to achieving real and needed change for young people all across Ireland.

In setting out on this next phase of our journey together, we remain hugely grateful for the support of our key funders, without whom we could not operate: the Health Service Executive, the Department of Children, Equality, Disability, Integration & Youth, ReThink Ireland, Google.org, AIB, Community Foundation Ireland, The Ireland Funds, Irish Youth Foundation and many more.

Of course, our deepest appreciation must rightly go to our many extraordinary volunteers. Whether it is taking conversations at all hours on the 'Text About It' service, or steering our information campaigns on the spunout Action Panel, or producing thoughtful, eloquent and informed digital content for our website and social media - volunteers give so much selfless support to the ongoing work of our organisation. We can truly never thank you enough!

As we approach our twentieth anniversary next year, we can reflect on the enormous amount of good that spunout has done, even as we plot a course for more ambitious heights of impact in the future. Every year, we help inform, support, educate, empower and advocate for thousands of people. But as our new strategy shows, we are still only just beginning.

With the support of our talented staff, our tireless volunteers and our terrific Board Members, I am more confident than ever that spunout's future is very bright indeed.

Tara Doyle  
Chairperson, Board of Directors

# CEO's Welcome



Welcome to spunout's Annual Report and Audited Financial Statements for 2023.

This year has been a major opportunity for spunout to take stock of its achievements to date, determine its priorities for the future, and set out on a course of action that will see us support more young people than ever.

Already, we have helped tens of thousands of young people from all across Ireland in the course of 2023. This is an enormous achievement, and one in which all our stakeholders can take real, enduring pride.

Our brilliant volunteers with the 'Text About It' service have provided a listening ear to texters in more than 45,000 conversations this year, many of whom may have had nowhere else to turn. On the 'Youth Information Chat' service, we have facilitated more than two thousand specific information requests. The 108 members of our Action Panel in 2023 collectively contributed hundreds of hours to the development of campaigns and information resources for their fellow young people. And our aggressive new social strategy has put our digital content in front of Irish young people more than three million times on TikTok alone.

None of this could have been achieved without a tireless and selfless army of volunteers, a talented and dedicated staff team, and a Board of Directors whose passion and care for the organisation is unwavering. We are also incredibly grateful for the enduring support of the funders who continue to support our work because they believe in the mission, vision and values that have driven spunout since our founding nearly two decades ago.

What better way to mark our upcoming anniversary than to set out on a new project, encapsulated by our brand new multi-annual strategy. "Supported to Thrive" not only charts the course for a bigger, bolder, better spunout by 2027, it gives us a clear picture of how we can continue to improve every aspect of our work today, tomorrow, and every day thereafter.

I know all of us are very proud of the work we have done to date. But what makes spunout special is the drive that exists in every part of our organisation to always be improving: helping more people, taking on more exciting and impactful projects, challenging ourselves to do more, better, wherever we can.

With our achievements of 2023 behind us, I can't wait to see what more we can do together in the years ahead.

Ian Power  
CEO

# Our Impact in 2023



## Information Resources



**697,494**  
website sessions  
from Ireland



**89%**  
Reader approval  
for content quality



**94**  
Videos  
produced



**3.2 million**  
Views on TikTok



**1.3 million**  
Views on Instagram



**70%**  
Felt 'more informed'  
by spunout content



# Text About It

45,000 conversations with 23,195 texters



**598**

Escalations to  
emergency services



**85%**

Texter satisfaction  
score



**73%**

Of texters waited less  
than five minutes

# Volunteer Voices



**110**

Pieces of volunteer  
content published



**74**

New Action Panel  
members recruited



**334**

Active Text About It  
volunteers

# Youth Information Chat



**2,234**

Support  
conversations



**78%**

Chat  
satisfaction

# Our Purpose

Our charity was founded in 2004, and has been trading as spunout since 2005.

Our key objectives, as set out in our company constitution, are as follows:

**“To benefit the young people of Ireland in the setting up and running of a youth information and support service that incorporates: (i) a website; (ii) a periodic magazine; (iii) an electronic support service that allows young people to seek help and/or advice; and (iv) ad hoc publications providing information relating to youth health and culture.**

In 2023, our charity carried out a major rebrand of our existing services, bringing all our activities under our long-standing and trusted ‘spunout’ brand identity.

spunout is Ireland’s youth information and support platform, working towards an Ireland where all young people are supported and empowered to thrive. spunout has a range of free, accessible and non-judgemental services that are there for you whenever you need them.

If it matters to you, it matters to us.

Through our platform and channels, spunout shares trusted information on mental health and wellbeing. We provide immediate, free and anonymous text support to anyone who wants to talk. We share the stories and experiences of young people across Ireland to amplify young voices, and so that we all feel a little less alone.

We can also connect you to trusted services and resources around the country for further support. Our aim is to support young people to be informed, feel empowered and heard, and to support our peers to access opportunities and services to help us achieve our full potential.

spunout works collaboratively with other young people to support our mental health and wellbeing. A community of young contributors and volunteers powers our services, guides the work we do, and ensures we stay true to our values and mission.

## **The spunout Story**

**Life can be hard sometimes; we can feel unsure or even unsafe.**

**We can find ourselves a little lost, nervous or worried, not knowing where or who to turn to next.**

**We can all feel lonely at times too, alone with no one to talk to or in a crowd with no one to relate to.**

**We are there for everyone as we travel our own unique journey.**

**We are here for you if you just need a helping hand or if you're lost, low or lonely.**

**Together we can drive away the clouds, lighten the load and find a clear path ahead.**

**If it matters to you, it matters to us.**

**You can connect with us for support. You can share what's on your mind.**

**With us, you can take a step to make your life a little better.**



# Our Vision

An Ireland where all young people are empowered and supported to thrive.

# Our Mission

Our mission is to work collaboratively with young people to support our mental health and wellbeing. We do this by creating evidence-based, person-centred digital solutions and safe, validating support spaces.

# Our Values

## Empathy

We believe in the importance of fostering and practising **empathy** in all of our interactions. By putting ourselves in the shoes of another, we hope to learn and seek to understand their thoughts, feelings and perspectives. We aim to create a safe and supportive environment where young people feel heard, understood, validated, and supported.

## Compassion

While empathy helps us to understand, **compassion** motivates us to enact change. Through compassion we seek to alleviate the suffering of others and be sensitive to everyone's unique needs and circumstances.

## Equity

Through representation and inclusion we are all invited to the table; through equality we are provided for equally; but it is only through **equity** that we acknowledge that people need to be provided for differently in order to achieve a just world. We are committed to an Ireland of equity. We recognise the systemic barriers that young people may face in accessing mental health support and aim to provide accessible services for all.

## Expertise

We believe in providing evidence-based, high-quality services for young people. We are committed to staying up-to-date with the latest research, trends, and best practices in mental health and youth issues. We take pride in the level of **expertise** that we bring to our work.

## Innovation

We embrace **innovation** by actively seeking out new and creative ways to approach mental health challenges in the digital landscape. We recognise that the field of mental health and technology is constantly evolving, and we strive to stay ahead of the curve by exploring new technologies, methods and interventions.

# What We Do

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## Information & digital outreach

Spunout knows knowledge is key to empowerment. Providing factual, relevant, and easily accessible information through digital outreach is at the core of what we do. Young people, on their diverse journeys, require reliable information to make informed decisions. Our digital outreach ensures that this vital knowledge is accessible where they are, empowering them to navigate life's challenges more confidently.

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## Youth participation

At Spunout the active involvement of young people in shaping Spunout is essential. Youth participation is not just a value for us; it's a guiding principle. We recognise that young people are experts in their own experiences and needs, and involving them across all aspects of Spunout ensures that our services are relevant and effective.

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## Service navigation & signposting

Finding the right mental health and support in life can be overwhelming. Service navigation and signposting are essential aspects of Spunout, ensuring that young people are connected to the resources and services they need at the right time. Our guidance helps navigate the complex web of available resources and services, making informed choices and taking the first step towards the support that best suits their unique circumstances.

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## Collaborative partnerships

The power of collective effort is core to Spunout and to this we aim to place collaboration with other organisations at our core. In doing so we can harness our collective expertise, resources, and knowledge to provide more comprehensive and effective support. It allows us to create a more holistic, inclusive network that is better equipped to address the complex challenges faced by today's youth.

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### **Centering lived experience & peer support**

By sharing their experiences and insights, young people offer invaluable perspectives that shape our understanding of mental health challenges. Their experiences humanise issues and create a sense of connection for others facing similar struggles. Moreover, peer support, based on empathy and compassion, fosters a community where young people can find solace and strength in knowing that they are not alone. This collaborative approach, rooted in equity, aims to ensure that the diverse needs of young people are met.

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### **Peer-to-peer text-based active listening**

We understand that sometimes young people just need someone to talk to, someone who truly listens and empathises. Our peer-to-peer text-based active listening is a vital component of our mission. This service offers a safe, non-judgmental space where young people can connect with peers who actively listen and provide support through text, offer signposting and referrals, fostering genuine understanding and validation.

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### **Self-directed learning**

At spunout, we recognise the transformative impact of self-directed learning. We strive to empower young people to take control of their own education and personal development. By fostering the skills and motivation for self-guided learning and shaping an accessible space, we enable individuals to explore, discover, and grow at their own pace, equipping them with essential life skills including their mental health and wellbeing.

# Our Priority Action Areas

**In the pursuit of our strategic goals, spunout has identified five priority action areas which emerged through the consultation process for our strategic plan 2023-2027.**

**These action areas not only reflect the pressing needs of our youth but also leverage spunout's long standing trusted expertise in key policy areas. These priority areas represent our dedication to driving meaningful change and making a lasting impact on the lives of young people.**

## **Mental health (literacy)**

Mental health is one of the policy areas which has the clearest and strongest association with the existing spunout brand.

Whether among service users, funders, media or the general public, spunout's authoritative voice on mental health issues is long-standing and hard-won through dedicated campaigns, rigorous commitment to best practice information provision, and informed advocacy at the highest levels of public policy.

In particular, spunout is committed to improving and facilitating mental health literacy among young people, policy makers and the media. We are extremely well-positioned to continue as a leading advocate in this vital area.

## **Healthy relationships**

As both a provider of online youth information resources and 24/7 text support, spunout has always faced the challenge of reaching and engaging young men.

2022 in particular saw spunout produce numerous published pieces addressing toxic masculinity and related problems facing young men in Ireland. Longer term, we want to recast the narrative towards supporting a healthy conception of masculinity and a positive view of relationships between and involving young men.

This work has an enormous potential to positively impact a very large cohort of young men who have been hard to reach with help-seeking information in the past.



## Anti-racism

spunout has invested time, resources and energy on a cross-service basis into developing an anti-racism strategy for the organisation.

This work, which involved representatives from staff, volunteers and the Board of Directors, was a vital step in spunout's journey to becoming a fully and actively anti-racist organisation.

The challenge and opportunity now facing the organisation is to further build our knowledge, contacts and credibility in the anti-racism space and to develop as a positive force against growing racism, xenophobia and anti-immigration sentiment within our society.

## Climate action

As an organisation run by young people, for young people, spunout is directly affected by the rising tide of climate anxiety as the climate crisis worsens around the globe.

The past number of years have seen the organisation strengthen its knowledge of climate matters, and greatly enhanced our ability to act as a trusted source of information for young people concerned about the impact of climate crisis, and eager to promote and support positive climate action in their lives and communities.

This issue will only increase in salience throughout the years ahead, and spunout's considerable work has perfectly positioned us to provide constructive, informative and reliable information support on this centrally important issue for young people and society as a whole.

## Economic opportunity (purpose)

spunout's guiding vision is of an Ireland where all young people are supported and empowered to thrive. Yet in both our policy advocacy and our day-to-day operations, we see time and again how economic systems hold young people back in all parts of our country and the wider world.

We cannot offer a holistic approach to supporting young people's health and wellbeing without addressing and confronting the economic challenges that prevent individuals and communities from realising their full potential.

As a trusted source of information and support for our fellow young people, it is incumbent upon spunout to address these challenges frankly and constructively, and to advocate through our work for radically just solutions to the economic inequality confronting society in general, and young people in particular.

# Our Main Funders

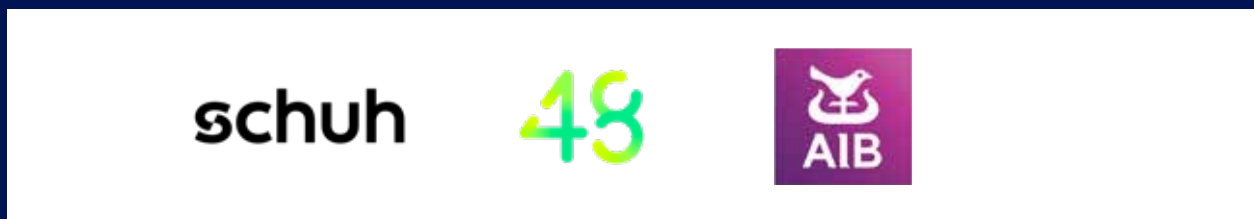
## State Funding

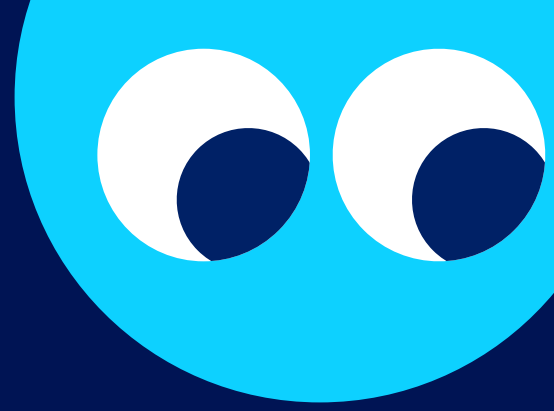
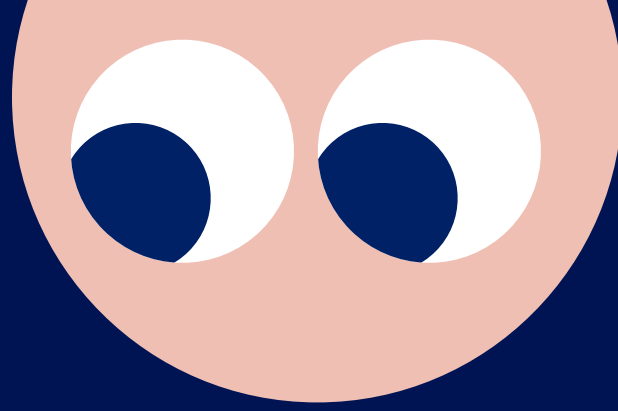


## Trusts & Foundations



## Corporate Partners





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## schuh

### **SCHUH**

We are a proud partner of schuh, providing information support as part of schuh's community engagement on topics including exam stress, emotional wellbeing and managing mental health.

In 2023, we took part in schuh's Brand & Staff Engagement Conference in Manchester, where we received the opportunity to present on spunout's work to a wide audience of staff, partner organisations and conference attendees.

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## 48

### **48**

We are honoured to be a charity partner of 48. Users of 48 can 'Donate Data' to either spunout or FoodCloud, with 48 monetizing each donation for the service.

spunout is the information partner, providing information for users via a bespoke landing page and unique keyword partnership for users of the 48 network to access the 'Text About It' service.

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# Introducing our Strategy

## 2023 - 2027

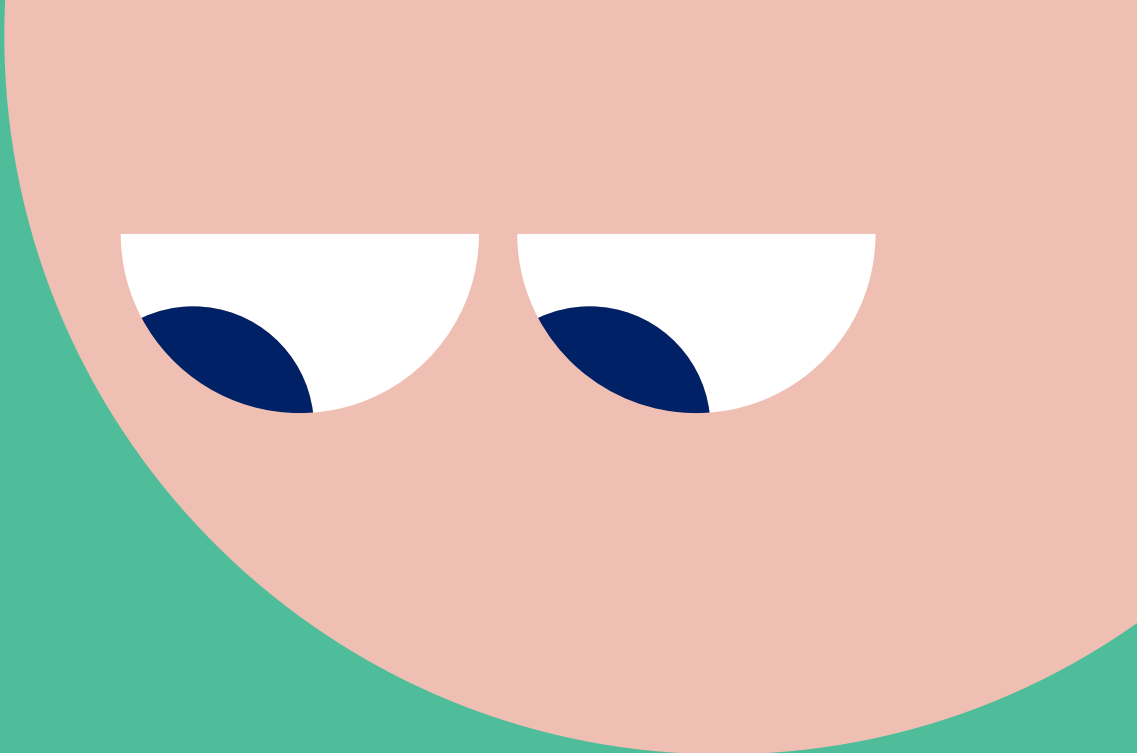
**spunout is proud to have begun work on implementing our new multi annual strategic plan: “Supported to Thrive”. This strategy sets the organisation on a path to grow and deliver for more young people than ever before.**

This Annual Report will be the first of five updates on our progress towards the high-level goals set out in this strategy, set across five core pillars, supported by six enabling actions. The objectives, actions and outcome goals set by Supported to Thrive will form the basis for the organisation’s entire plan of work from 2023 until 2027.

Our new strategy was developed through extensive consultation with young people, examination of data and evidence from two decades of operations, and engagement with staff, volunteers and other key stakeholders. This work began in 2022, and the Board of Directors approved the high-level pillars forming the basis of the strategy in 2023. These pillars have therefore shaped the work of the organisation this year, and are reported on in the following section.

Starting in 2024, the organisation will develop a detailed strategic implementation plan which will guide our work towards achieving the stated objectives up to 2027. A number of very exciting new projects, such as the Navigator, Academy and Insights projects will be delivered in this timeframe: preparatory work for these services has begun across the organisation, and their space in our framework for strategic delivery has been marked out below.

We are excited to have made a strong start in implementing our new strategy, and eager to deliver on the many objectives it sets for supporting young people across Ireland to thrive.



# Delivering on Our Strategic Goals

STRATEGIC DELIVERY

## STRATEGIC PILLAR 01

# INFORM

Providing trusted, non-judgemental information resources with young people.



## 1.1 OBJECTIVE

### Provide quality information on issues that matter to readers

#### ACTION

Produce trusted, non-judgmental information resources informed by consultation with readers in Ireland

#### OUTCOME

Readers are informed on the topics that matter to them

In 2023, spunout continued our record of producing high-quality information campaigns on issues that matter most to young people, ranging from major public information campaigns to one-off awareness days. We maintained our high standards of quality through our strong editorial process, Plain English requirements, expert validation and content equality lens.

We measure reader service experience through our Annual Reader Survey, a comprehensive questionnaire that was completed by 802 young people for 2023. In this year's survey, 89% of respondents rated the quality of our information content as good, very good, or excellent. A clear majority of respondents (70%) agreed that spunout had helped them feel more informed, while 58% agreed that spunout had helped them make more informed decisions.

### Top Content - 2023

Rank	Title	Views
1	What to do if your partner doesn't want to have sex	121,749
2	How to care for self harm wounds	67,919
3	A-Z of gender identity	19,595
4	How to talk to your partner about your sexual needs	19,370
5	How can I help stop discrimination?	18,972
6	Someone has threatened to share my nudes. What do I do now?	18,400
7	How can I help someone in a toxic relationship?	15,706
8	How to cope with a 'bad trip' when using drugs	15,333
9	Your rights and the Gardaí	13,372
10	What to do if you've cheated on your partner	12,912

**1.2 OBJECTIVE**

**Meet readers with information resources where they are**

**ACTION**

Create engaging multimedia campaigns on the platforms popular with readers

**OUTCOME**

Readers are informed by engaging multimedia resources on their preferred platforms

In 2023, we produced and published 94 pieces of engaging video content across a wide range of topics, significantly contributing to spunout’s overall reach and impact. We promoted lived experience pieces from young volunteers, including through our ‘Generation Equality’, ‘Generations of Joy’ and Climate Justice campaigns. We interviewed subject matter experts to bring information to places where young people are online, and carried out highly popular vox pop content on sexual health, rights and more.

**Top Paid Video Content - 2023**

Rank	Title	Views
1.	Sesh Safe Campaign - Vox Pop (Drug Laws)	9,230
2.	Pride - Cian + David part 2	6,095
3.	Gen E Trailer	5,822
4.	Gen E - Caitlin	5,292
5.	HPV Vaccine - Monica HPV Virus explained	4,581

In promoting our digital content in 2023, we have prioritised and shaped our social strategy around TikTok. Given its vast user base among young people, it has been an ideal platform for delivering important information in a format our peers prefer. We’ve created content native to the app, maintaining a balance between engaging material and valuable information from our areas of expertise. We’ve also adopted a more casual tone, using language that resonates with the TikTok users, and collaborated with established content creators such as Fionnuala Moran, Hugh Carr, Sarah Murray, Cian Griffin, Jacob Donegan, Dr. Monica Perez, and Niall Casey.

We’ve seen considerable growth on our TikTok platform, with an increase of more than 500 followers since 2022. In total, TikTok users based in Ireland viewed our content 3,212,005 times and engaged with the content 68,760 times in the form of likes, shares of comments. Across Facebook and Instagram, we received 1,359,470 unique views of our content across the year.



### 1.3 OBJECTIVE

## Increase the number of people engaging with spunout as readers

### ACTION

Increase the total number of readers in Ireland through more effective digital marketing, public communications and partnerships

### OUTCOME

More readers are informed on the topics that matter to them

In 2023, we recorded a total of 697,494 visits to the spunout site from people based in Ireland. Each of these represents a step towards fulfilling our ongoing mission to provide young people in Ireland with accurate, accessible, and non-judgemental information resources.

We have shifted our social media strategy to include more 'inform on platform' multimedia content to cater to the changing preferences of young people's content consumption. This will lead to a planned reduction in young people linking directly to articles on social media each year, as they instead find the information they need within the social content itself: further reducing the barriers to accessing reliable, non-judgemental spunout information online.

Website Analytics	2023
Total visits to spunout (website sessions)	1,664,496
Visits from Ireland (website sessions)	697,494
Visits from Ireland via Organic Search (website sessions)	437,250

#### 1.4 OBJECTIVE

**Connect readers with complex queries to personalised information support**

#### **ACTION**

**Expand the availability and reach of the Youth Information Chat service**

#### **OUTCOME**

**Readers are supported in real time with complex or personal information queries**

In 2023, we continued to develop our partnership with Youth Information Centres to deliver the Youth Information Chat service along with Youth Work Ireland, YMCA Ireland and Crosscare. This partnership has been in operation since 2020.

Youth Information Chat offers information, advice and guidance about the issues that matter to young people. It is a free, non-judgmental, one-to-one, online chat and email service, available at the end of articles on the spunout website, through the websites of a number of youth services, and through social media. The service is staffed by Youth Information Officers, who aim to enable young people to make their own informed choices and become independent, active citizens.

Over the course of 2023, Youth Information Chat tallied a total of 2,234 conversations with 78% of service users giving the highest possible rating for the level of support they received. The most common topics raised by texters throughout the year revolved around education, with 26% of conversations relating to education in general, and an additional 13% concerning student grants and 11% involving the CAO. Social protection issues (14%) and mental health (6%) were also significant topics.

#### 1.5 OBJECTIVE

**Convert readers into texters, where they could benefit from active listening support**

#### **ACTION**

**Improve the pathway for readers to move to access the 'Text About It' service**

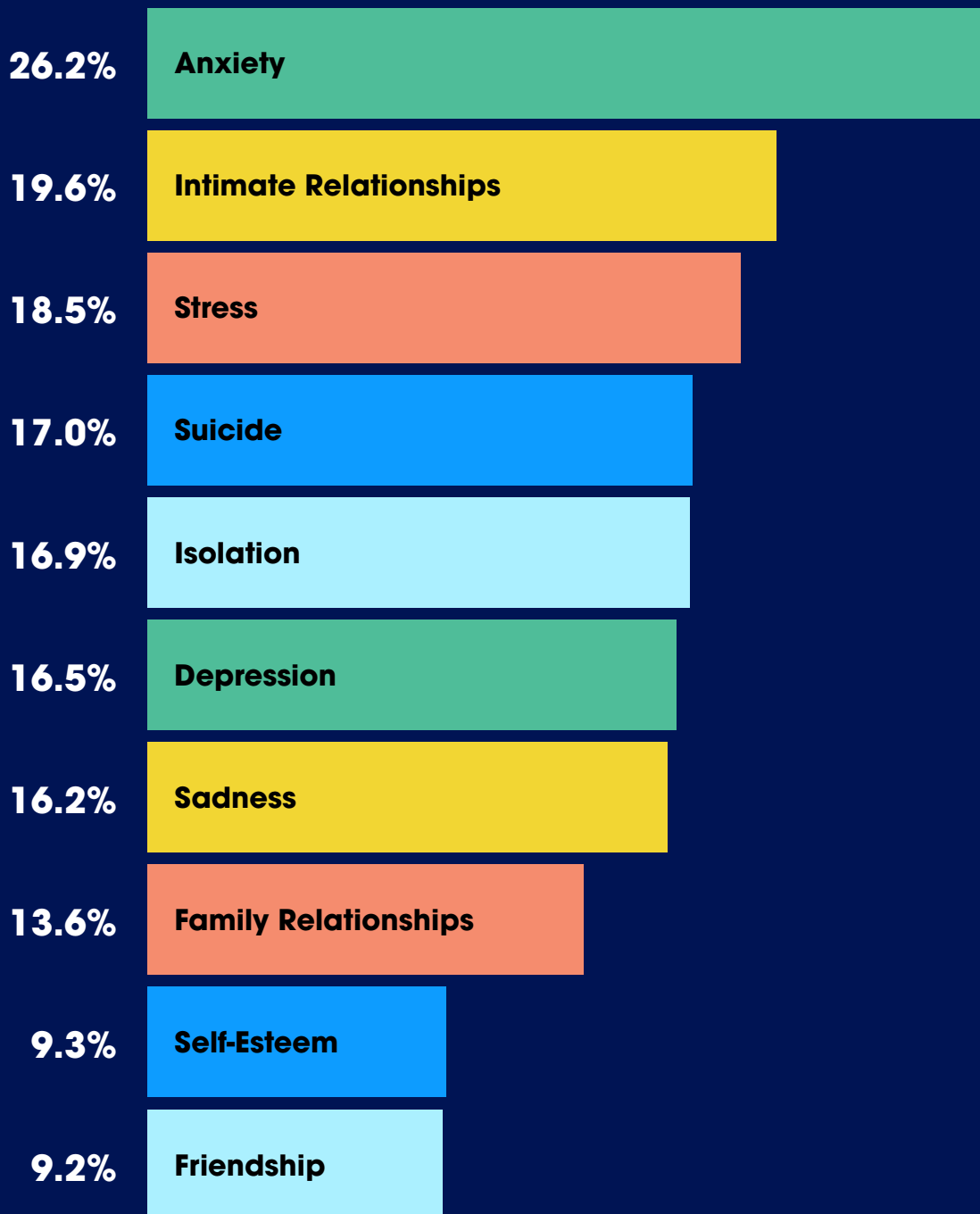
#### **OUTCOME**

**Readers are connected to 'Text About It' for real time emotional support**

Work on delivery of this strategic goal will commence in 2024

# Top Youth Issues in 2023

The ten most common themes in texter conversations on the spunout Text About It service this year.



STRATEGIC DELIVERY

## STRATEGIC PILLAR 02

# EMPOWER

Amplifying the voices  
and experiences of  
young people in Ireland



## 2.1 OBJECTIVE

### Young people inform the design and development of our services

#### ACTION

All aspects of spunout's service provision involve young people and prioritise the inclusion of under-represented young voices

#### OUTCOME

Young people are at the heart of service design and delivery, informing our responses to our needs.

In 2023, we recruited and onboarded 74 new members of our spunout Youth Action Panel, making for a total active membership of 108 Action Panel members by the end of the year.

We also had 50 young people acting as volunteer youth proofers throughout the year, ensuring that 72 published pieces were accessible and relevant to their peers.

The Action Panel met in a mix of in-person and online meetings throughout the year, discussing a wide range of topics and providing clear, actionable guidance to staff on the tone, content and focus of our information campaigns. Action Panel were central in shaping our work on suicide bereavements, body image, LGBTI+ Pride, self-harm, gambling, mental health, harm reduction and much more. Members also received training throughout the year on effective campaigning, healthy relationships, public speaking and anti-racism.

In addition to the scheduled Action Panel meetings, eleven smaller-scale focus groups were held in 2023, attended by almost 80 Action Panel members. These allowed for engagement and direction to be sought from the Action Panel on a more ad-hoc, or shorter-term basis compared to our larger campaigns. They covered a range of issues including our mental health recovery campaign, the new spunout survival guide, our Sesh Safe campaign, mental health medication videos, the HPV vaccine, our Climate Hub, and young people's attitudes to fireworks.

**2.2 OBJECTIVE**

**Volunteers are supported to share their experiences and views to empower and support our peers and effect change**

**ACTION**

**Use social media and PR to amplify the voices of young people on experiences and issues that matter to us**

**OUTCOME**

**Young people’s voices are amplified to support our peers and effect change**

In 2023, youth voices have been central to each of our information campaigns. We worked with 64 young people to publish 110 pieces of volunteer-created ‘Voices’ content, amplifying the view and experiences of young people across a wide range of complex topics. Subjects covered have included suicide bereavement, self-harm prevention and mental health recovery, along with tearing down stigma relating to mental and sexual health, LGBTI+ experiences, and more.

More than any other year, contributors have embraced video and it has added so much vibrance and life to our Voices content. Meeting young people where they are online, on platforms such as TikTok, has increased the impact of many stories told by our contributors through our lived experience video series and also through many first-person videos.

## 2.3 OBJECTIVE

**Empower young voices from under-represented and socially excluded communities in Ireland**

### **ACTION**

**Create opportunities for young people from diverse backgrounds to contribute to spunout and have their voices heard through the introduction of internship and graduate opportunities**

### **OUTCOME**

**A wide diversity of young people's voices are empowered to support our peers and effect change**

In 2023, spunout has continued to support and grow our dedicated Action Panel for young members of the Black, Asian and Minority Ethnic (BAME) communities in Ireland.

After consultation with young people from the Traveller community, it was decided this year to combine our BAME and Young Traveller Action Panels, as most young Travellers self-identify and are legally regarded as belonging to a minority ethnicity.

Our expanded BAME panel met four times in 2023, creating a space for discussion on how spunout's content and structures can ensure inclusivity. Some highlights from the year include:

- Members of the BAME Action Panel published insightful articles on Cultural Appropriation and Reporting Racism in Schools;
- Recording began for a podcast on Young Travellers' experiences, for launch in 2024;
- A dedicated focus group for the Climate Justice Campaign was held with the BAME Action Panel, and was fundamental in deciding the direction and focus of the campaign;
- Two members of the BAME Action Panel were elected by their peers to the National Action Panel.

## 2.4 OBJECTIVE

**Empower young people engaged with spunout to connect with services for support and to achieve their personal goals**

### ACTION

**Develop training programmes and aftercare & wellbeing supports for young people engaged with spunout**

### OUTCOME

**Young people engaging with spunout are supported and develop their skills**

In 2023, we worked closely with young volunteers to develop their skills and improve our volunteer supports. Following extensive consultation with our volunteers, we chose to prioritise creating a peer-led community space within the organisation, rather than a formal training programme.

This approach has worked well: the ‘Voices Village’ space has been an effective and engaging space for contributors to come together and learn skills, receive feedback and improve their self-esteem as content creators. Through online hangouts, reading groups, workshops and guest lectures, Voices Village has given volunteers interested in storytelling a safe space to workshop personal stories in a peer-to-peer setting.

Based on feedback, we developed a workshop series that focused on skills most mentioned by contributors. Thirty-two volunteers attended our workshop series, with 80% of attendees reporting a marked improvement in their confidence levels in the skills covered, which included public speaking, digital storytelling, and online journalism.

### Sample feedback from volunteers:

**“Meeting other volunteers was lovely, but I really enjoyed the whole [workshop] from start to finish”**

**“I learnt that authenticity can really go a long way when you’re communicating your own story and that you can lean into who you are when you’re structuring your narratives”**



# Volunteer Content Creator Experiences in 2023

“Working with spunout has been a transformative experience, both professionally and personally.



Through my involvement with the BAME Action Panel and various focus groups, I’ve had the opportunity to contribute to critical discussions on public health, climate change, and social justice.

One of the aspects I appreciate most about spunout is the freedom to create content across a wide range of topics. I have a deep interest in numerous issues—from mental health and gender equality to environmental justice and education.

spunout has been the perfect platform to explore and express these diverse interests, allowing me to engage with multiple causes that are close to my heart. This versatility has not only enriched my experience but also helped me to develop a more comprehensive understanding of the complex challenges facing young people today.

spunout’s support has been invaluable in my journey as a youth leader and advocate, helping me to grow and refine my skills in media, content creation, and policy development.

I’m proud to be part of an organisation that is not just a voice for young people but a catalyst for real, impactful change, and I look forward to continuing this important work alongside an incredible team.”

**Fatima Elzahra Ismail (18)**  
County Cork

“I’ve always had an innate desire to write, and to feel like my voice is being heard. Volunteering as a Voices Contributor has given me that opportunity.



I’ve been able to explore topical subjects impacting young people and write about more personal experiences, and I’ve felt like I’ve grown so much as a result of this.

It’s so easy to feel helpless in today’s society, and I’ve always wanted to feel like I’m making a positive difference. This experience has proven that my voice can be used for good.

Through being a Voices Contributor, and a member of the Action Panel, I’ve been granted some amazing opportunities and have met extraordinary people.

I can’t be more thankful for everything spunout has done for me.”

**Craig Doyle (19)**  
County Kildare

STRATEGIC DELIVERY

## STRATEGIC PILLAR 03

# SUPPORT

Connecting young people  
in Ireland to the right  
peer-to-peer support, at  
the right time



### 3.1 OBJECTIVE

**Provide active listening support to young people in our preferred spaces (online)**

#### **ACTION**

**Expand the range of channels through which spunout active listening services are available**

#### **OUTCOME**

**Reliable support is available to texters through a diverse range of channels**

In 2023, we supported 23,195 individual texters through 45,000 conversations via our 'Text About It' active listening service. This was a milestone year for the service, as we surpassed five million total messages exchanged with texters since the service launched in 2020.

Crucially, our Text About It volunteers called in 598 'Emergency Service Interventions' (ESI), connecting texters in crisis situations with emergency services. We also surpassed 2,000 total 'Emergency Service Interventions' in the lifetime of the service this year.

For the 'Text About It service', user experience is monitored through the post-conversation survey supplied to all texters at the conclusion of their conversation. Throughout 2023, 85% of texters rated the service as helpful, with 73% receiving a response within less than five minutes of their original message.

#### **2023 Text About It KPIs**

	2023	All time
<b>Conversations</b>	45,000	183,249
<b>Texters</b>	23,195	78,886
<b>Active Volunteers</b>	334	1,316
<b>Quality</b>	85%	89%
<b>Wait time &lt; 5 mins</b>	73%	86%
<b>Emergency Service Interventions</b>	598	2,379

### 3.2 OBJECTIVE

**Expand the community of volunteers delivering active listening support to texters**

#### **ACTION**

**Recruit, retain and support a diverse community of suitable active listening volunteers**

#### **OUTCOME**

**Texters are supported by a well-trained and supervised volunteer community**

In 2023, spunout provided active listening services to texters through the dedicated work of 335 active volunteers with 'Text About It'. During the year, our Training and Coaching team recruited and fully trained 82 new volunteers.

Volunteer numbers gradually increased throughout the year due to a number of key efforts, including a consistent presence at university volunteer recruitment fairs, social media advertisements, improvements to our software used for training and upskilling volunteers, and more targeted support from an expanded Coaching and Training team towards trainees and newer volunteers.

### 3.3 OBJECTIVE

**Promote increased awareness of the person-to-person supports available to young people in Ireland**

#### **ACTION**

**Design, launch and sustain a proactive marketing plan increases awareness of the 'Text About It' service**

#### **OUTCOME**

**Potential texters are aware of the support available for when they need it most**

In 2023, spunout worked to prepare a comprehensive social media recruitment campaign for new Text About It volunteers. The Digital Content Team launched this campaign across TikTok, Facebook and Instagram in the final quarter of 2023, including written and video testimonials from current volunteers, and a mix of organic and paid content.

The campaign reached more than 433,000 individuals, gaining over 1.7 million video views and 22,000 link clicks. The team intends to build on these numbers with a more continuous approach to volunteer recruitment advertising in future. In particular, volunteering promotion will be tied in with the planned launch of the rebranded Text About It service in 2024, to include explainer videos and further volunteer testimonials.

### 3.4 OBJECTIVE

**Connect readers and texters with timely, relevant mental health supports**

#### **ACTION**

**Create and promote a dynamic signposting tool**

#### **OUTCOME**

**Readers and texters are connected to high-quality, appropriate mental health resources 'in the moment'**

As part of our Strategy 2023 - 2027, spunout will design and launch a new service provisionally titled spunout 'Navigator'.

Navigator will respond to young people's needs by anticipating the type of information and support options required, based on the search terms they use. This tool will be designed to meet the needs of young people who want information about a feeling, without having the insight to know how to describe their experience. Navigator can then suggest peer-led content to help eliminate the isolation and loneliness that young people can experience, and direct young people to support services if they require more acute support.

Work on delivery of the Navigator project will commence in 2024.

STRATEGIC DELIVERY

## STRATEGIC PILLAR 04

# EDUCATE

Equipping young people  
with mental health  
literacy and coping skills.



#### 4.1 OBJECTIVE

**Develop the understanding and skills of young people on a wide range of mental health topics of importance to us**

#### **ACTION**

**Guided by the needs of prospective learners, and in partnership with other organisations, we will create a wide range of self-directed online courses related to emotional literacy, mental health, and wellbeing**

#### **OUTCOME**

**Learners develop their understanding in a range of skill areas relating to mental health and wellbeing in a safe space**

As part of our Strategy 2023 - 2027, spunout will design and launch spunout Academy: Ireland's first mental health and emotional wellbeing e-learning platform.

Academy will provide a virtual learning environment through which young people can directly engage with course curriculums on topics including mental health, empathy online, and emotional literacy.

In 2022, spunout secured a key partnership with Google.org to begin development of the platform, while Rethink Ireland & HSE will support the ongoing development of the Academy project.

spunout Academy will launch in Q4 2024.

#### 4.2 OBJECTIVE

**Empower young people with active listening skills**

#### **ACTION**

**Train a wide cohort of peer active listeners**

#### **OUTCOME**

**Learners are equipped with active listening skills**

Work on delivery of this strategic goal will commence in 2024, as the planned spunout Academy project comes online.

### 4.3 OBJECTIVE

**Young people are aware of mental health education opportunities provided by spunout**

#### **ACTION**

**Develop outreach partnerships with key organisations to build a pipeline of learners for our courses**

#### **OUTCOME**

**Prospective learners are aware of, and enrol in, the self-directed education opportunities we develop**

Work on delivery of this strategic goal will commence in late 2024 and early 2025, as the planned spunout Academy project comes online.

### 4.4 OBJECTIVE

**Provide a trusted space for young people seeking information on education and employment information**

#### **ACTION**

**Create and promote a dynamic tool to support young people to navigate barriers to career progression**

#### **OUTCOME**

**Readers and texters are connected with personalised development resources**

As part of our Strategy 2023 - 2027, spunout will redesign and relaunch the spunout Compass service, which previously existed in beta on the spunout website.

The Compass tool will meet the needs of young people by providing direct, personalised information, linking them to real opportunities in their areas, and signposting to additional support when they need more direct information. The tool will support young people to overcome barriers to employment, including mental health issues, disability, and criminal convictions.

Work on delivery of the Compass project will commence in 2025.



## Highlight: Action Panel Member Experiences in 2023



“I joined the South-East Regional Action Panel as I wanted to have more of an impact. Despite the short amount of time I have spent on the Action Panel, I have been given so many great opportunities to do so thanks to the staff, who are always helpful and accommodating.

I was able to speak to the Irish Times about vaping, we were given the chance to attend Dublin Pride, and I was able to share a petition I worked on into the spunout Slack channels.

I would definitely recommend the Action Panel to anyone who is in activism. I am so grateful to spunout for giving me the opportunity.”

**John Boix (17)**  
**Co. Waterford**



“My time on the spunout Action Panel and on the BAME Action Panel has been absolutely incredible.

I’ve gotten to write articles that I am passionate about, participate in focus groups and consultations about topics that are important to me.

Best of all, I’ve gotten to meet some of the most inspiring like minded people I’ve ever met in my life.”

**Bel Nabulele (17)**  
**County Dublin**

STRATEGIC DELIVERY

## STRATEGIC PILLAR 05

# ADVOCATE

Young people's voices and experiences inform and shape decision-making



## 5.1 OBJECTIVE

**Ensure young people's voices and experiences are heard in policy debates on issues important to us**

### ACTION

**Develop innovative ways to insert the real-time views of young people into national debates and consultations through real-time surveys, polls, and data insights**

### OUTCOME

**National policy is influenced by young people's real needs and experiences**

As part of our Strategy 2023 - 2027, spunout will design and launch spunout Insights: Ireland's first youth insights lab.

Insights will be an open-source aggregated data project, collecting and promoting the views, experiences and opinions of young people in Ireland. Insights will support spunout to conduct consultations and research on the experiences and needs of young people in Ireland, as well as help organisations to provide better services to young people.

Crucially, Insights will be used to help policy-makers to hear the voices of young people on public policy decisions which will have a major impact on young people's lives.

Work on delivery of the Insights project will commence in the second half of 2025.

## 5.2 OBJECTIVE

**Ensure spunout's advocacy is informed by young people's real experiences**

### ACTION

**Ensure that spunout's data insights are accessible, relevant, reliable and certified by a range of experts**

### OUTCOME

**Young people's insights are gathered, analysed, evidenced and shared**

Work on delivery of this strategic goal will commence in 2025, as part of the planned spunout Insights project.

**5.3 OBJECTIVE**

**Enable clear and easy access to all spunout's insights into the experiences of young people**

**ACTION**

Develop an open source data platform where young people and other stakeholders can use our own data to advocate for change

**OUTCOME**

spunout's data insights are available in real time to inform service improvement and policy development

Work on delivery of this strategic goal will commence in 2025, as part of the planned spunout Insights project.

**5.4 OBJECTIVE**

**Develop two-way links between young people and academic experts**

**ACTION**

Develop new and existing partnerships between spunout and a range of academic institutions to involve young people in research that concerns us

**OUTCOME**

Effective advocacy is facilitated through durable two-way links between academic institutions and spunout's readers, texters, volunteers, contributors and learners

Work on delivery of this strategic goal will commence in 2025, as part of the planned spunout Insights project.

**5.5 OBJECTIVE**

**spunout's services are improved by the data we collect on young people's experiences and views**

**ACTION**

Create feedback loops within the organisation for real time data collection to inform service improvement

**OUTCOME**

We use the insights from our person-to-person services to inform our information resources, advocacy and service improvement

Work on delivery of this strategic goal will commence in 2025, as part of the planned spunout Insights project.

## Highlight: Text About It Volunteer Experience in 2023



“I’ve been volunteering at spunout Text About It for around three years now. From the day I started to this current day I’ve been offered so much support, kindness and empathy from all of the trainers, supervisors, employees & volunteers.

The vibe I get from this organisation is very forward thinking, compassionate, inclusive, non-judgemental and they’re always willing to lend an ear and show true authentic interest in your life and wellbeing.

I received a thorough and intensive crisis support training that was facilitated by a friendly and approachable trainer who provided fruitful knowledge and support along the way. The training wasn’t easy to pass at all and I had to constantly correct little nuances in the way I approached a “texter”. I had to make sure my wording was oriented to active listening, building rapport, providing a safe space, being supportive, non-judgemental, and empowering the texter in crisis. It was a great training and really well-prepared me to deliver the best support I can.

You can come across all kinds of texters in crisis, from students suffering in school from study stress, bullying, eating disorders, to any kind of person going through a relationship crisis, abuse, trauma or loss or even loneliness, racism, feeling suicidal, and the list goes on; so every volunteering day is a new experience and learning. You never know what to expect. Some texters can come across as difficult to support considering the trauma or crises they’re going through and you need to truly connect to them to really feel what they’re going through, but the majority end up feeling supported and better than before they texted in which is really fulfilling.

It makes my heart beam when a texter closes feeling listened to, empowered and with tools to help them on their journey.

I’m very grateful for everyone at spunout and how understanding they have been, especially when I wasn’t able to volunteer for a few weeks in a row now and then, due to moving house, being on holidays, going through burnout in my own job and crisis in my own life. I’ve always felt supported and not pressured by the team.”

**Sarah Egan**  
County Wicklow

# Enabling Strategic Pillar



The success of our strategic plan is dependent on a number of strategic enablers. These enablers will work by interacting across our goals, objectives and actions priority areas.

Many of these enablers will be required to meet specific areas of the strategic plan while others will span the entirety of our strategy.

These enablers are a key component to making this strategy successful.

E1

## Building a Sustainable Organisation

**Over the course of this strategy, we will strive to ensure spunout develops as a sustainable, responsible and climate-conscious organisation.**

**We want to earn and keep the trust of our stakeholders: for this, they need to be sure that spunout is future-focused and clearly planning for the long-term. Young people must be confident that spunout has the plans, resources and safeguards to meet our strategic goals now and into the future.**

**This covers both our own financial sustainability and our impact on the planet, recognising that no organisation can remain viable if it fails to proactively reduce its impact on the climate. A core part of achieving a sustainable organisation will be fully engaging with the Sustainable Development Goals and other recognised frameworks of good economic, social and corporate governance.**

In 2023, the main action spunout has taken towards ensuring a sustainable future for our charity has been the development of our new multi-annual strategy. With our high-level goals now set for the period leading up to 2027, the organisation now has a clear path towards achieving growth and service excellence in the short, medium and long term.

As a next step in 2024, the organisation will develop a clear, detailed strategic implementation plan setting out how we will meet each of our stated objectives over the next four years. Meanwhile, the Board and Leadership Team will continue to work to diversify and strengthen the organisation's funding base, and ensure financial support for the new and existing projects that will define spunout's outputs in the years ahead.

## E2

## Becoming an Employer of Choice

**Everything that spunout is setting out to achieve in this strategy will be reliant on maintaining a highly-trained, driven and expert staff team. We will ensure our employees know that their work is valued, that their time is respected, and that their career goals can be met within spunout as a dynamic, growing and mission-focused organisation.**

**We will put into practice our belief that service excellence and work-life balance are not opposing goals: they are, in fact, essential to one another in a virtuous cycle of both maximising employee wellbeing and delivering on each of our strategic goals. To meet these goals, we will have to recruit and retain staff at the very top of their professional game; in order to do this, spunout must become an employer of choice for hard-working, driven and conscientious employees across a wide range of experience and skill areas.**

In 2023, spunout invested considerable effort into developing a positive employee experience within our organisation. We continued to implement our eight-point Employee Engagement Plan, which aims to further enhance and develop our organisational culture throughout the coming years through the following focus areas:

1. Measuring employee engagement
2. Improving workload management
3. Getting the most out of remote work
4. Ensuring training and development opportunities
5. Promoting diversity, equality and inclusion
6. Optimising internal communications
7. Fostering workplace connections
8. Demonstrating excellence in employee engagement

Our major investment in employee wellbeing throughout 2023 was in our adoption of a six-month trial of a four-day working week. Our trial was supported by Four Day Week International, and by Boston College, who provided independent academic analysis of the project. Between April and October 2023, spunout's full-time staff engaged in a reformed working week, aimed at reducing hours worked for improved work/life balance while maintaining or increasing workplace productivity.

The data results of the trial, both in productivity and in worker sentiment, were highly positive, leading to the Board to approve adoption of the Four Day Week for full-time staff in 2024. Through our experience of the trial period, spunout has been able to comprehensively demonstrate a positive impact on employee productivity, matched with a significant improvement in work/life balance, retention, and greater ease in attracting and recruiting the right candidates for new and open roles.



**E3**

## Supporting and Celebrating Our Volunteers

**Many of the goals set out in this strategy are dependent on the selfless dedication of spunout volunteers. We will ensure that spunout remains a place where volunteer contributions are recognised and celebrated; we will make it easier and more rewarding to volunteer with us; and we will find new and innovative ways to showcase the enduring impact of voluntary work within our organisation. Through all of this, we will retain and enhance our commitment to being a genuinely youth-led organisation through our volunteer engagement structures, up to and including the Board of Directors.**

We want to empower our volunteers, in every part of the organisation, to do more and to understand the difference their contributions make to their fellow young people all across Ireland. Whether as members of the Youth Action Panel, as Voices contributors, as proof-readers or as Text About It volunteer; we will strive to improve, uplift and value the volunteer experience with spunout.

In 2023, we have worked to enhance our systems of volunteer recognition and support across the organisation. No aspect of spunout's work could be continued at the same high standard without the continuous, tireless and invaluable contribution of hundreds of volunteers, whether content creators, Action Panel members, Text About It volunteers, or others.

One way in which we have driven improved volunteer engagement in 2023 has been ensuring our volunteers get clear feedback from the staff team, and that they understand where and how their input is used to improve our services.

Each month this year, a volunteer appreciation post was shared highlighting all the work that was done by volunteers across the organisation. Every two months, a 'spunout snapshot' newsletter was sent out to showcase the volunteer-led campaigns and content that was launched.

After each volunteer consultation and focus group, notes from the meeting were shared with the relevant group to ensure they knew that their feedback was recorded and utilised. Other less structured forms of feedback included letting contributors know when their piece was published and how it was being received.

We ran an end-of-year event for digital content volunteers, which included an overview of all the work completed by volunteers in 2023. Awards were given to five volunteers who went above and beyond throughout the year. Each volunteer who had actively participated in spunout received a certificate of appreciation for their time given to the organisation.

A separate Volunteer Appreciation Awards event was also held for volunteers with the 'Text About It' service, featuring highlights from the year and recognition of outstanding service.

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**One way in which we have driven improved volunteer engagement in 2023 has been ensuring our volunteers get clear feedback from the staff team, and that they understand where and how their input is used to improve our services.**

**E4**

## Creating a Culture of Continuous Learning

**Implementing all parts of our strategy will mean empowering our people with new and improved skills, promoting and supplying educational opportunities, and placing a renewed emphasis on staff and volunteer development. We will aim to facilitate a culture of continuous learning and skills development for young people inside the organisation and out, prioritising new learning initiatives and interventions for service users as well as upskilling for service providers.**

**As spunout grows, so must the skills profile and capabilities of our networks. We want people who engage with spunout to unlock new learning opportunities, whether as part of their careers, volunteering or through accessing our services. Education will be at the core of all aspects of our work.**

In 2023, accredited training and upskilling opportunities have also been provided to all full-time staff within the organisation. In cooperation with the UCD Professional Academy, spunout has been able to provide a valuable opportunity for all full-time staff to upskill in areas of performance management and project delivery.

Participation in these learning opportunities have been particularly important to provide line managers with the skills they need to support their teams, and will be a mandatory part of line management in our organisation going forward.

In addition to the above, staff members have been supported to upskill in the key areas of finance and governance, improving our collective competency in these key areas for our charity.

E5

## Investing in Digital Infrastructure

**This strategy will see spunout providing exciting new interventions and scaling up what we already do well. To achieve these goals, it will be essential that we maintain and expand the infrastructure in which we work.**

**This will mean design and delivery of a new integrated platform for spunout service provision; improving ease of service access while enhancing links between different aspects of our work. We will prioritise implementing new means of working with data; ensuring our work is data-led while the rights of data subjects are constantly and consistently safeguarded. We will work to stay at the cutting edge of socially-responsible technological innovation, seeing out new ways and systems of working that deliver improvements for young people.**

**We will remain committed to providing online services where young people are, maintaining a robust and evolving presence on social media and other platforms where young people seek out information, support and opportunities.**

In 2023, spunout has made significant investments in our digital and data infrastructure which will pay dividends through the years ahead.

The appointment of a new Head of IT and Information Security has significantly improved our in-house competency in this vital area, and the governance team has prepared a list of improvements to our data protection policies and procedures to be implemented in 2024.

We are investing in new ways of processing and presenting the data we use, with work ongoing at the end of 2023 on implementing new data analytics and password protection software across the organisation.

We are also working closely with our technology vendor for 'Text About It' on the development of the new 'Phoenix' platform to improve service delivery.

E6

## Enhancing Our Leadership Structures

**Achieving each of these strategic enablers, as well as meeting our overall strategic targets will require engaged, diligent leadership from the top of the organisation to complement and enhance the work of staff, volunteers and partners. spunout will work hard to remain a leading voice for young people within the youth, health, equality and technological sectors. We will remain committed to excellence in governance, striving to reach new levels of transparency and accountability.**

**We will work to further develop our systems of line management, ensuring everyone who takes on responsibility within our teams is empowered, supported and encouraged to grow. We will continually ensure that our Board of Directors and senior Leadership Team represent the very best in informed, long-term strategic planning and delivery.**

**We will work to amplify the voices of new young leaders and connect their insights with policy-making at the highest level.**

In 2023, we have continued to strengthen our leadership structures, putting in place new processes to ensure a wider range of inputs into decision-making from team leaders. Meetings of the Leadership Team have been formalised, with an enhanced agenda that ensures all major policy updates and Board memos receive input and attention from Directors of Service, adding a new and vital level of consideration to the organisation's decision-making structure.

We have continued to incorporate young volunteers into our decision-making, with our two current Action Panel-nominated Directors continuing to serve on the Board. They were joined this year by four additional Action Panel members, nominated by their peers to serve on the Board's three (soon to be four) standing sub-committees.

We were also proud to welcome three new members of our Board of Directors in 2023: each bringing with them a unique skill set and decades of experience in areas vital to the work and success of our charity. These new Directors have already made a strong start in carrying on providing insight, guidance and strategic direction to the organisation.



# **Structure, Governance and Management**

## Our Board Of Directors

Our charity is governed by a Board of Directors which makes strategic decisions and exercises oversight of the organisation.

In accordance with the company constitution, the maximum number of Directors is fourteen and the minimum is three. At least two Directors are nominated by and from the membership of the spunout Youth Action Panel. Directors serve on a voluntary basis with no remuneration and, in 2023, no expenses were claimed by our Directors.

The Board is required to meet at least six times each year, including for the AGM. In 2023 the Board met six times, with the AGM taking place on 21 October 2023.

One Director stood down from the Board at the conclusion of their term in 2023: Emma Finn, who left the Board on the 15th of April. Conor Healy took on the role of Company Secretary on the 2nd of September 2023, taking over from Ian Power.

The CEO, Ian Power, is not a member of the Board.

The Board has four standing committees: Audit and Finance; Fundraising; Governance, Strategy and Risk; and People, Quality and Safety. Details of these committees, along with appointment and attendance information for Board and Committee memberships are set out below.

# Our Board (2023)



**Tara Doyle**  
(Chair)



**Conor Nolan**  
(Treasurer)



**Suzanne Mulholland**



**Barry Ryan**



**Conor Healy**  
(Secretary)



**Maria McCann**



**Daniel Waugh**



**Dermot O'Sullivan**



**Ross Boyd**



**Aisling Maloney**



**Emma Finn**  
(resigned 15/04/23)



**Garrett Harte**



**Dr Gillian O'Brien**



**Danielle Martin**



Board Member	Member Since:	Experience	Meetings Attended
Tara Doyle (Chair)	01/03/22	Tara is Partner and Head of Asset Management Department at Matheson. She serves on the Law Society's Regulation of Practice and Finance committees; is Chair of the Irish Funds ESG Policy, Legal & Regulatory Working Group; and is a member of the Implementation Group for Ireland for Law. Tara is also currently Chair of World Vision Ireland.	6/6
Conor Nolan (Treasurer)	24/11/19	Conor is Vice President Finance at AerCap. He is a Chartered Accountant and Chartered Tax Consultant, and previously worked in KPMG Ireland. Conor has over 15 years' experience in financial reporting, investor relations and internal control.	4/6
Suzanne Mulholland	31/10/20	Suzanne is Director - Strategy, People and Culture with Mantra Strategy. She is a qualified Executive Coach with over 25 years' HR experience, driving transformational change and growth in both corporate and not-for-profit organisations.	5/6
Barry Ryan	31/10/20	Barry is former Chief Architect and Head of Strategy and former Chief Information Security Officer for Great-West Life in Europe. He has worked for over 30 years in Enterprise Computing and holds qualifications in Computer Science, IT Security, Finance and Risk.	4/6
Conor Healy (Secretary)	01/03/22	Conor is a Corporate Counsel & Company Secretary at Tirlán. He has extensive experience in Irish corporate law, commercial contracts, corporate governance and regulatory compliance.	5/6
Maria McCann	13/04/19	Maria is an organisational psychologist and formerly Assistant National Director for Organisational Digital Change in the HSE. She is the co-founder of the One HealthTech Ireland Hub and has more than 20 years' experience in people-focused roles.	4/6
Daniel Waugh	01/03/22	Daniel is a Project Manager in Trust & Safety at Meta, with a focus on user safety in the face of online extremism. He is a former Vice President for Campaigns and Communications with the Union of Students in Ireland.	4/6
Dermot O'Sullivan	14/04/22	Dermot is a Chartered Accountant and experienced finance professional. He is a Principal at Stonelodge Consulting, a co-founder of sustainability-led social platform DuuGong.com, and a financial business consultant for the Irish Rugby Football Union.	6/6
Ross Boyd	17/09/22	Ross was nominated by the Youth Action Panel to join the Board in 2022. He is a former Vice President for Campaigns with the Union of Students in Ireland and a former Vice President for Community and Citizenship with DCU Students Union.	5/6
Aisling Maloney	17/09/22	Aisling was nominated by the Youth Action Panel to join the Board in 2022. She was the Creative Lead for spunout's 2022 sexual education campaign, and has volunteered with Jigsaw, Plan International, the NYCI and as a European Climate Pact Ambassador.	5/6
Emma Finn (resigned 15/04/23)	13/04/19	Emma is Head of Internal Communications for the HSE, leading a team tasked with communicating with over 100,000 staff across Ireland. Previously she was Head of Digital, managing the development and delivery of the HSE's digital comms strategy.	1/2
Garrett Harte	02/09/23	Garrett is a communications and public affairs expert, a Senior Industry Advisor with the European Bank for Reconstruction & Development, and visiting lecturer at DCU. He is former Editor-in-Chief of Newstalk and a founder/managing director of Harte Media.	3/3
Dr Gillian O'Brien	02/09/23	Gillian is a Senior Healthcare Management Consultant with Ernst & Young, and a former Clinical Director of Jigsaw, the National Centre for Youth Mental Health. She is a trained clinical psychologist with 20 years' senior management and mental health experience.	3/3
Danielle Martin	02/09/23	Danielle is a public affairs and policy professional, working as Managing Director, Public Affairs and Regulatory with Drury Communications, with responsibility for oversight and delivery across public affairs, corporate and crisis communications.	2/3

## Our Board Sub-Committees

During 2023, three sub-committees supported the work of the Board of Directors: the Audit, Finance and Fundraising sub-committee; the Governance Strategy and Risk sub-committee; and People, Quality and Safety sub-committee.

At its meeting of 2nd September 2023, the Board agreed to establish a Fundraising sub-committee. Terms of Reference were approved at the meeting of 21st October, and the Fundraising sub-committee held its first meeting on 15th February 2024.

**The Audit, Finance and Fundraising sub-committee** provides oversight of our financial and fundraising activities; recommends and monitors the annual budget; ensures appropriate fiscal accountability and accuracy; and makes recommendations regarding the external auditors. The sub-committee met six times in 2023.

Sub-Committee Member	Date Appointed	Meeting Attendance 2023
Conor Nolan (Chair & Treasurer)	24/11/19	6/6
Conor Healy	18/05/22	5/6
Dermot O'Sullivan	18/05/22	5/6
Aisling Maloney	15/06/23	3/4

**The Governance, Strategy and Risk sub-committee** provides oversight of our corporate governance; monitors compliance with all relevant standards including the Charities Governance Code; facilitates strategy development; and monitors systems of risk management. The sub-committee met six times in 2023.

Sub-Committee Member	Date Appointed	Meeting Attendance 2023
Barry Ryan (Chair)	19/05/22	6/6
Conor Healy	19/05/22	6/6
Maria McCann	19/05/22	3/6

**The People, Quality and Safety sub-committee** provides oversight of our quality and safety standards; ensures the highest standards of child protection and safeguarding; monitors systems to facilitate feedback and complaints; and oversees the organisation's human resources function. The sub-committee met six times in 2023.

Sub-Committee Member	Date Appointed	Meeting Attendance 2023
Suzanne Mulholland (Chair)	23/06/22	6/6
Daniel Waugh	23/06/22	5/6
Ross Boyd	06/06/23	4/4
Dr Gillian O'Brien	05/10/23	2/2
Emma Finn (resigned 15/04/2023)	23/06/22	1/2
Kim Dempsey (External Member)	11/07/22	2/6

# Our Governance

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## BOARD RECRUITMENT

Directors are elected for three-year terms which can be renewed once. Directors nominated by the Action Panel serve one term of two years. At each AGM, the longest-serving third of existing Directors must retire, and may seek re-election to the Board if eligible. The Board fills casual vacancies as they arise, subject to re-election of new Directors at the AGM.

When a vacancy arises, the Board first seeks to identify any competency gaps in its existing membership through a skills audit. Board vacancies are then publicly advertised, with candidates interviewed by a panel of current Directors.

## BOARD INDUCTION AND TRAINING

New Directors take part in an induction programme which includes meetings with the Chair and CEO; an orientation presentation from senior staff; and access to key documents, including the Board Handbook, management accounts, Annual Reports, Strategic Plans and minutes of previous meetings.

Every year, the full Board completes and reviews a self-evaluation and skills assessment. The results of these exercises inform the training and recruitment of Directors throughout the following year.

## CONFLICTS OF INTEREST AND LOYALTY

Directors are required to act solely in the interest of the Charity when acting as a member of the Board. Directors' obligations in this area are clearly set out in the Board Handbook and the written policy on Conflicts of Interest or Loyalty. Directors are required to proactively disclose their potential interests in matters under discussion, and this is a standing item on the agenda of each Board meeting. Declarations of potential conflicts are minuted and the Director concerned shall not take part in discussions of the item in question. We maintain a Register of Directors' Interests which is updated twice a year. Directors have an obligation to record any relevant changes in their interests as soon as possible once they occur.

## GOVERNANCE AND COMPLIANCE

We are fully compliant with the Charities Governance Code and are a triple-locked member of the Charities Institute Ireland, meaning we are demonstrably committed to best practice in transparency, accounting, fundraising and governance. We are also in full compliance with the Charities Statement of

Recommended Practice (SORP) in our annual accounts and financial reporting.

Additionally, we are fully committed to and compliant with the Charities Act 2009, Companies Act 2014, the Children First Act 2015, the Data Protection Act 2018 and the Charities Regulator’s Guidelines for Charitable Organisations on Fundraising from the Public.

## DELEGATION AND DECISION-MAKING

Our CEO is Ian Power, who has been in place since 2013. The CEO reports to the Board of Directors, which has entrusted a range of day-to-day decision making powers to the CEO. Delegated responsibilities are set out in two policies: the “Matters Reserved for the Board” and “Board-CEO Division of Responsibilities”, which are reviewed annually by Directors.

All employment and remuneration matters relating to the CEO are the exclusive preserve of the Board and cannot be delegated. All other employment matters are the responsibility of the CEO, who is supported in their role by a Leadership Team.

Our Leadership Team 2023	
<b>Ian Power</b>	CEO
<b>Maria Towey</b>	Director, People & Operations
<b>Kiki Martire</b>	Director, Digital Content
<b>Tara Logan Buckley</b>	Director, Clinical Support
<b>Eibhlín McNamara</b>	Deputy Director, Clinical Support
<b>Dubheasa Kelly</b>	Head of Governance and Strategy

## STAFFING AND VOLUNTEERS

At the end of 2023, the Charity employed 49 people: 28 full-time and 21 in part-time or shift work. Our work is also supported by hundreds of volunteers, including 334 Text About It volunteers, 108 Action Panel members, 64 ‘Voices’ content creators and 50 youth proofers throughout 2023, with some crossover between these groups.

## REMUNERATION AND PERFORMANCE MANAGEMENT

Pay scales for all posts are approved by the Board. Progression along approved pay scales is performance-based and is approved by the relevant Leadership Team members and the CEO, within budget parameters approved by the Board. Team and individual workplans are agreed annually in line with our current Strategic Plan and established Key Performance Indicators.

Salaries are set in line with the Charities Statement of Recommended Practice (SORP). In 2023, three members of staff earned salaries within the €60,001- €70,000 band, and three members of staff earned salaries within the €70,001- €80,000 band.

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## STAKEHOLDER COMMUNICATIONS

As an organisation run by young people, for young people, our key stakeholders include our readers, texters, and volunteers. It is a top priority to ensure each of these groups are connected with and heard by the organisation.

Our charity ensures a constant line of communication with our service users, both readers and texters, through consistent, open feedback mechanisms. These include our Annual Reader Survey of spunout Information service users, and our post-conversation surveys for Text About It and Youth Information Chat service users.

Volunteers are essential to both providing our services and ensuring spunout remains youth-led. Each year we hold an annual Town Hall event for Action Panel volunteers, as well as in-person and remote engagement through Volunteer Summits for content creators, and the Volunteers who provide our Text About It service.

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## RISK MANAGEMENT

Our Risk Management Policy and Risk Appetite Statement are reviewed by the Board each year. The Board and sub-committees are regularly updated on risk identification and mitigation efforts as set out in the organisation's Risk Register.

Top risks for the organisation are entered into the Risk Register, receiving a score based on likelihood and severity, out of a maximum of 25. A 'traffic light' system is utilised to visually highlight the most urgent risks for staff and Director attention.

All risks are assigned the most relevant Risk Owner within the organisation, who is tasked with recording bi-monthly updates on the steps that have been taken towards risk mitigation. For 2023, the Board determined to set the Charity's overall risk appetite as 'low'.

The top risks for the Charity in 2023 centred on data and information security; a detailed risk management plan was drawn up and approved by the Board in collaboration with the Governance Team and our Head of IT and Information Security.

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## OUR FUTURE

In 2024, spunout will be setting out on the first full year of implementing our new multi-annual strategy, “Supported to Thrive, 2023-2027”. We will pursue our five priority action areas of mental health, healthy relationships, economic opportunity, anti-racism and climate action across the five pillars and six enabling actions set out in our strategy.

The organisation will continue its work to develop and grow our existing services: spunout’s digital content, ‘Text About It’, ‘Youth Information Chat’ and spunout ‘Voices’. We will also begin taking major steps towards the establishment of a number of new interventions that will change the face and scope of our charity’s operations by 2027.

We will redesign and relaunch our spunout ‘Compass’ service, currently in beta, into a dynamic, responsive tool for young people to be connected with the education and employment information best suited to their unique needs and circumstances.

We will also gear up to launch three new interventions:

- spunout ‘Academy’, which will provide young people with unprecedented opportunities for self-directed, peer-led learning in mental health, wellbeing and related areas;
- spunout ‘Navigator’, which will anticipate young people’s information needs and connect them with appropriate support; and
- spunout ‘Insights’, a brand-new project that will harness the data insights available to our services, and promote the voices and opinions of young people at every level of decision making in Ireland.

Achieving these goals across the next few years, along with consolidating and scaling the projects we already operate, will represent the largest planned expansion of our charity’s work since its foundation, nearly twenty years ago.

Drawing on the lessons learned from the successful launch of the ‘Text About It’ and ‘Youth Information Chat’ projects, we will aim to ensure that each of our interventions, new and old, meets the strategic targets we have set for ourselves.

Above all, we will ensure that our work continues to empower young people across Ireland, taking major steps towards our goal of a country in which every young person is supported to thrive.

# Our Financial Statements



# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF COMMUNITY CREATIONS CLG

## Opinion

We have audited the financial statements of Community Creations Company Limited by Guarantee (the 'charitable company') for the year ended 31 December 2023 which comprise the Statement of financial activities, the Balance sheet, the Statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and Charities SORP Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with Charities SORP Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been prepared in accordance with the requirements of the Companies Act 2014.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland,

including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA) and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

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

## Other information

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

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or



otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. 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 financial records.

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

Based on the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Director's 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.

### **Responsibilities of Directors for the financial statements**

As explained more fully in the Directors' responsibilities statement, the Directors (who are also the directors of the charitable company for the purposes of company law) 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 charitable 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 Directors either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion.

Our 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/ISA-700-\(Ireland\)](https://www.iaasa.ie/Publications/ISA-700-(Ireland)). This description form part of our Auditors' report.

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

This report is made solely to the charitable 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 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 charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



**Tomas Plunkett**

**for and on behalf of**

**Woods and Partners Limited**

Chartered Accountants and Registered Auditor

The Taney Buildings

3 Eglinton Terrace

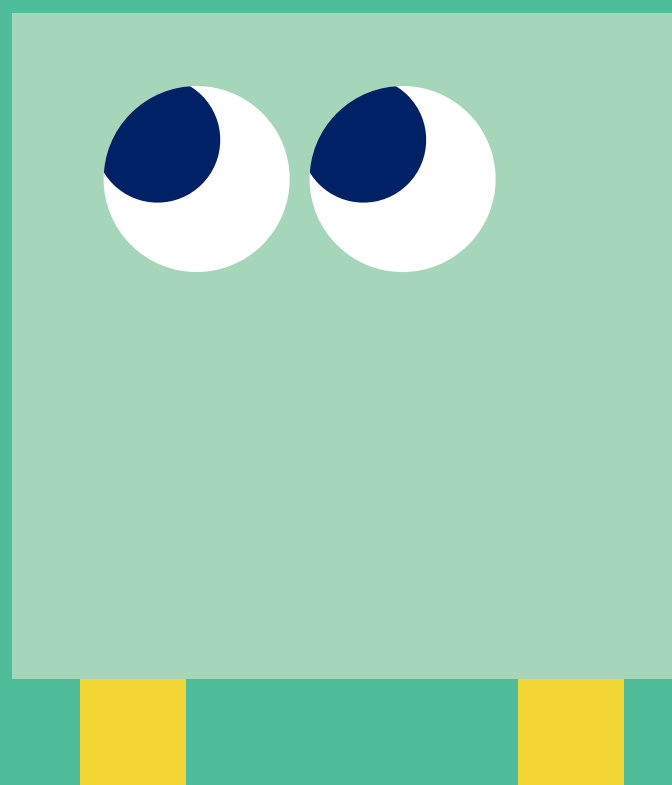
Dundrum

Dublin 14

13 July 2024

# Statement of Financial Activities

FOR THE YEAR ENDED 31 DECEMBER 2023



**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 DECEMBER 2023**

	Note	Restricted funds 2023	Unrestricted funds 2023	Total funds 2023	Total funds 2022
		€	€	€	€
<b>Income from:</b>					
Charitable activities	4	2,586,451	88,022	2,674,473	2,430,964
Fundraising activities	5	-	38,351	38,351	93,677
Other income	6	29,891	950	30,841	25,011
<b>Total income</b>		<b>2,616,342</b>	<b>127,323</b>	<b>2,743,665</b>	<b>2,549,652</b>
<b>Expenditure on:</b>					
Cost of generating funds	7	-	40,737	40,737	79,481
Charitable activities	8	2,616,342	47,015	2,663,357	2,545,348
<b>Total expenditure</b>		<b>2,616,342</b>	<b>87,752</b>	<b>2,704,094</b>	<b>2,624,829</b>
<b>Net movement in funds</b>		<b>-</b>	<b>39,571</b>	<b>39,571</b>	<b>(75,177)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		-	124,319	124,319	199,496
Net movement in funds		-	39,571	39,571	(75,177)
<b>Total funds carried forward</b>		<b>-</b>	<b>163,890</b>	<b>163,890</b>	<b>124,319</b>

The Statement of financial activities includes all gains and losses recognised in the year. The notes on pages 71 to 89 form part of these financial statements.


**COMMUNITY CREATIONS CLG REGISTERED NUMBER: 384783****BALANCE SHEET  
AS AT 31 DECEMBER 2023**

	Note	2023	2022
		€	€
<b>Fixed assets</b>			
Tangible assets	13	90,598	90,238
<b>Current assets</b>		90,598	90,238
Debtors	14	43,969	60,083
Cash, at bank and in hand	21	395,359	548,746
		439,328	608,829
Creditors: amounts falling due within one year	15	(366,036)	(574,748)
<b>Net current assets</b>		73,292	34,081
<b>Total assets less current liabilities</b>		163,890	124,319
<b>Total net assets</b>		163,890	124,319
<b>Charity funds</b>			
Restricted funds	17		
Unrestricted funds	17	163,890	124,319
<b>Total funds</b>		163,890	124,319

The financial statements were approved and authorised for issue by the Directors and signed on their behalf by:



Conor Nolan  
Treasurer



Tara Doyle  
Chairperson

**Date: 13 July 2024**

The notes on pages 51 to 70 form part of these financial statements.

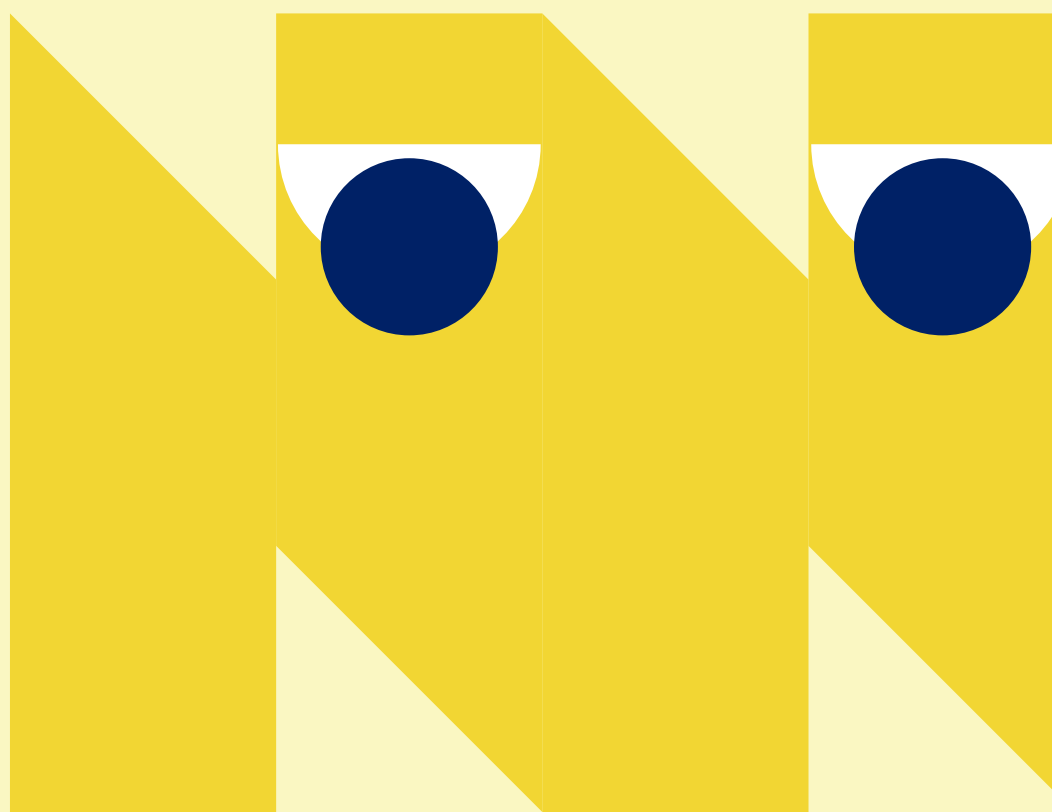
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

	2023	2022
	€	€
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	(111,752)	36,074
<b>Cash flows from investing activities</b>		
Proceeds from the sale of tangible fixed assets	950	2,323
Purchase of tangible fixed assets	(42,585)	(33,078)
<b>Net cash used in investing activities</b>	(41,635)	(30,755)
<b>Cash flows from financing activities</b>		
<b>Net cash provided by financing activities</b>	-	-
<b>Change in cash and cash equivalents in the year</b>	<b>(153,387)</b>	<b>5,319</b>
Cash and cash equivalents at the beginning of the year	548,746	543,427
<b>Cash and cash equivalents at the end of the year</b>	<b>395,359</b>	<b>548,746</b>

The notes on pages 71 to 89 form part of these financial statements

# Notes to the Financial Statements

FOR THE YEAR ENDED 31 DECEMBER 2023



## 1. General information

Community Creations Company Limited by Guarantee is a company limited by guarantee registered under Part 16 of the Companies Act 2014 with company number 384783. The registered office is Sean MacBride House, 48 Fleet Street, Dublin 2.

## 2. Accounting policies

### 2.1 Basis of preparation of financial statements and statement of compliance

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition - October 2019) and the Companies Act 2014.

Community Creations CLG meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are presented in Euro (€) which is the functional currency of the Charity.

### 2.2 Going concern

The Charity derives its principal funding through grants from the Health Service Executive ("HSE") and various government departments. The Directors are confident that these funders shall continue to fund Community Creations into the foreseeable future, and in this regard, have prepared the financial statements on the going concern basis.

### 2.3 Income

All income is recognised once the Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Donated services or facilities are recognised when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the Charity of the item is probable and that economic benefit can be measured reliably.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

### 2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single



activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include costs of disseminating information in support of the charitable activities. Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at headquarters. Governance costs are those incurred in connection with administration of the Charity and compliance with constitutional and statutory requirements.

Costs of generating funds are costs incurred in attracting voluntary income, and those incurred trading activities that raise funds.

Charitable activities and Governance costs are costs incurred on the Charity's operations, including support costs and costs relating to the governance of the Charity apportioned to charitable activities.

All expenditure is inclusive of irrecoverable VAT.

## 2.5 Government grants

Grants are accounted for under the accruals model as permitted by FRS 102. Grants relating to expenditure on tangible fixed assets are credited to the Income and expenditure statement at the same rate as the depreciation on the assets to which the grant relates. The deferred element of grants is included in creditor as deferred income.

Grants of a revenue nature are recognised in the Income and expenditure statement in the same period as the related expenditure.

## 2.6 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost, net of depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives.

## 2.7 Tangible fixed assets and depreciation (continued)

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives.

Depreciation is provided on the following basis:

Fixtures and fittings	-	20%
Computer equipment	-	25%
Website	-	33%

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of financial activities.

## 2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

## 2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## 2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

## 2.11 Financial instruments

The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## 2.12 Pensions

The Company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Company to the fund in respect of the year.

## 2.13 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Directors in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Directors for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

### **3. Critical accounting estimates and areas of judgment**

In the application of the Charity's accounting policies, the Directors may be required to make judgments, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

#### **Deferred income**

The Directors have deferred the recognition of certain income as the performance conditions pertaining to the income has not been fully met at the reporting date. The amount deferred is calculated based on the percentage of the conditions which have yet to be met. This percentage is subjective and based on estimation. The Directors have acknowledged this and made a best estimate. The amount of deferred income at the reporting date was €243,662 (2022: €349,234)

#### 4. Income from charitable activities

	Restricted funds 2023	Unrestricted funds 2023	Total funds 2023
	€	€	€
Health Service Executive	2,020,823	-	2,020,823
Department of Children, Disability, Equality, Integration & Youth - Youth Services Grant Scheme administered by Pobal	119,511	-	119,511
Department of Children, Disability, Equality, Integration & Youth - Youth Information Centre Scheme administered by City of Dublin Youth Services Board	150,045	-	150,045
Department of Children, Disability, Equality, Integration & Youth - Youth Climate Justice Scheme	49,056	-	49,056
Community Foundation Ireland	9,600	55,000	64,600
Other income	142,083	33,022	175,105
Department of Rural and Community Development administered by Pobal	82,585	-	82,585
Rethink Ireland: Innovate Together Fund	12,748	-	12,748
<b>Total 2023</b>	<b>2,586,451</b>	<b>88,022</b>	<b>2,674,473</b>
	Restricted funds 2022	Unrestricted funds 2022	Total funds 2022
	€	€	€
Health Service Executive	1,851,010	-	1,851,010
Department of Children, Disability, Equality, Integration & Youth - Youth Services Grant Scheme administered by Pobal	114,914	-	114,914
Department of Children, Disability, Equality, Integration & Youth - Youth Information Centre Scheme administered by City of Dublin Youth Services Board	152,732	-	152,732
Department of Children, Disability, Equality, Integration & Youth - Youth Climate Justice Scheme	15,450	-	15,450
Community Foundation Ireland	18,000	10,000	28,000
Other income	133,917	86,954	220,871
Department of Rural and Community Development administered by Pobal	47,987	-	47,987
<b>Total 2022</b>	<b>2,334,010</b>	<b>96,954</b>	<b>2,430,964</b>

The company receives donations in kind by way of donated services and volunteer hours. The economic benefits of these services cannot be quantified and so are not included in the financial statements.

The following grants were received during the year:

### HEALTH SERVICE EXECUTIVE

<b>Name of grant</b>	Section 39 Health Act 2004: Non-Acute/ Community Agencies Grant-in-Aid Funding 2023.
<b>Purpose</b>	The funding is used to achieve the organisation's charitable objects in the provision of a youth information website and digital support service for young people (Text About It).
<b>Amount and term</b>	€2,039,651 for the calendar year of 2023.
<b>Amount received in 2023</b>	€2,039,651.
<b>Amount taken into income in 2023</b>	€2,020,823.
<b>Amount Deferred from 2022</b>	€131,172.
<b>Amount Deferred to 2024</b>	€150,000.

### DEPARTMENT OF CHILDREN, DISABILITY, EQUALITY, INTEGRATION & YOUTH

<b>Name of grant</b>	Youth Information Centre Scheme administered by City of Dublin Youth Services Board.
<b>Purpose</b>	Forming strong strategic partnerships with existing City of Dublin Youth Services Board and developing its supporting role in collaborating with these organisations and with statutory bodies, particularly with regard to online youth information provision for the sector and youth consultation.
<b>Amount and term</b>	€150,045 for the calendar year 2023.
<b>Amount received in 2023</b>	€150,045.
<b>Amount taken into income in 2023</b>	€150,045.

<b>Name of grant</b>	Youth Services Grant Scheme administered by Pobal
<b>Purpose</b>	Funding is provided in the context of the role the organisation plays as a key national youth organisation and the role it plays in the youth sector.
<b>Amount and term</b>	€119,511 for the calendar year 2023.
<b>Amount received in 2023</b>	€119,511.
<b>Amount taken into income in 2023</b>	€119,511.

<b>Name of grant</b>	Youth Climate Justice Fund 2023 administered by Pobal
<b>Purpose</b>	To support projects on climate justice, including raising awareness about climate justice issues amongst young people and empowering young people to take climate action.
<b>Amount and term</b>	€49,056 for calendar the year 2023.
<b>Amount received in 2023</b>	€49,056.
<b>Amount taken into income in 2023</b>	€49,056.

<b>Name of grant</b>	National Youth Organisation Capital Funding Scheme 2023 for Staff-Led Youth Services capital grants administered by CDYSB
<b>Purpose</b>	A one-off grant to spend on capital items.
<b>Amount and term</b>	€18,450 for calendar year 2023.
<b>Amount received in 2023</b>	€18,450.
<b>Amount of capital expenditure</b>	€18,450.

#### DEPARTMENT OF RURAL & COMMUNITY DEVELOPMENT ADMINISTERED BY POBAL

<b>Name of grant</b>	Scheme to Support National Organisations in the community & voluntary sector 2023- 2025.
<b>Purpose</b>	To fund the full-time roles of Digital Services Manager and Head of Governance and Strategy.
<b>Amount and term</b>	€260,653 over a 36 month period from 1 July 2023 to 30 June 2025.
<b>Amount received in 2023</b>	€83,058.
<b>Amount taken into income in 2023</b>	€82,585.
<b>Amount deferred to 2024</b>	€473

## 5. Income from fundraising activities

	Unrestricted funds 2023	Total funds 2023
	€	€
Corporate fundraising	29,296	29,296
Public fundraising	9,055	9,055
	38,351	38,351

	Unrestricted funds 2022	Total funds 2022
	€	€
Corporate fundraising	79,387	79,387
Public fundraising	14,289	14,289
	93,676	93,676

## 6. Other income

	Restricted Funds 2023	Unrestricted funds 2023	Total funds 2023
		€	€
Amortisation of capital grants	29,891	-	29,891
Gain on sale of fixed assets	-	950	950
	29,891	950	30,841

	Restricted funds 2022	Unrestricted funds 2022	Total funds 2022
	€	€	€
Amortisation of capital grants	24,197	-	24,197
Gain on sale of fixed assets	-	814	814
	24,197	814	25,011

## 7. Fundraising expenses

	Unrestricted funds 2023	Total funds 2023
	€	€
Fundraising non pay costs	6,000	6,000
Fundraising pay costs	34,737	34,737
	40,737	40,737

	Unrestricted funds 2022	Total funds 2022
	€	€
Fundraising non pay costs	22,399	22,399
Fundraising pay costs	57,082	57,082
	79,481	79,481

## 8. Analysis of expenditure on charitable activities

Summary by fund type	Restricted funds 2023	Unrestricted funds 2023	Total 2023
	€	€	€
Staff costs	2,059,259	20,805	2,080,064
Direct charitable activities	458,910	22,836	481,746
Governance costs	58,319	1,003	59,322
Depreciation	39,854	2,371	42,225
	<b>2,616,342</b>	<b>47,015</b>	<b>2,663,357</b>

	Restricted funds 2022	Unrestricted funds 2022	Total 2022
	€	€	€
Staff costs	1,718,097	73,737	1,791,834
Direct charitable activities	570,243	84,116	654,359
Governance costs	43,657	14,166	57,823
Depreciation	37,588	3,744	41,332
	<b>2,369,585</b>	<b>175,763</b>	<b>2,545,348</b>



## 9. Expenditure by activity

	Restricted funds 2023	Unrestricted funds 2023	Total funds 2023
	€	€	€
<b>Governance costs</b>			
Accountancy	44,741	769	45,510
Audit remuneration	7,766	134	7,900
Board recruitment	5,812	100	5,912
	58,319	1,003	59,322
<b>Direct charitable activities</b>			
Rent and service charges	35,337	607	35,944
Insurance	14,082	245	14,327
Electricity	2,231	38	2,269
Postage and couriers	3,296	84	3,380
Office costs	6,671	1,062	7,733
Subscriptions	7,818	158	7,976
Telephone	12,385	158	12,543
IT Costs	54,073	1,709	55,782
Bank charges	670	81	751
Marketing	167,977	12,484	180,461
Youth participation	13,403	2,989	16,392
Professional services	140,967	3,221	144,188
	458,910	22,836	481,746
	517,229	23,839	541,068

	Restricted funds 2022	Unrestricted funds 2022	Total funds 2022
	€	€	€
<b>Governance costs</b>			
Accountancy fees	33,725	11,170	44,895
Auditors remuneration	5,084	1,390	6,474
Board recruitment	4,848	1,606	6,454
	<b>43,657</b>	<b>14,166</b>	<b>57,823</b>
<b>Direct charitable activities</b>			
Rent and service charges	27,371	8,623	35,994
Insurance	9,000	2,897	11,897
Electricity	857	269	1,126
Postage and couriers	2,030	988	3,018
Office costs	7,547	2,881	10,428
Subscriptions	5,220	2,251	7,471
Telephone	9,156	965	10,121
IT Costs	38,341	17,122	55,463
Bank charges	486	256	742
Marketing	302,529	26,576	329,105
Youth participation	11,725	2,238	13,963
Professional services	155,981	19,050	175,031
	<b>570,243</b>	<b>84,116</b>	<b>654,359</b>
	<b>613,900</b>	<b>98,282</b>	<b>712,182</b>

## 10. Auditor's remuneration

	2023	2022
	€	€
Fees payable to the Company's auditor for the audit of the Company's annual accounts	7,900	6,475

## 11. Staff costs

	2023	2022
	€	€
Wages and salaries	1,807,975	1,484,462
Social security costs	187,609	156,526
Other staff costs	84,480	150,846
	<b>2,080,064</b>	<b>1,791,834</b>

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

	2023	2022
	No.	No.
Charitable staff	49.0	46.5
Support staff	10.0	10.0
	<b>59.0</b>	<b>56.5</b>

The number of employees whose employee benefits (excluding employer pension costs) exceeded €60,000 was:

	2023 No.	2022 No.
In the band €60,001 - €70,000	3	2
In the band €70,001 - €80,000	3	2

The Board consider the remuneration paid to the CEO to be the total remuneration paid to key management personnel. The total remuneration paid to the CEO in the year was €78,286 (2022: €76,095).

## 12. Directors' remuneration and expenses

During the year, no Directors received any remuneration or other benefits (2022 - €NIL).

During the year ended 31 December 2023, no Director expenses have been incurred (2022 - €NIL).

### 13. Tangible fixed assets

	Fixtures and fittings	Computer equipment	Website	Total
	€	€	€	€
<b>Cost or valuation</b>				
At 1 January 2023	62,453	156,547	-	219,000
Additions	1,235	4,400	36,950	42,585
Disposals	(5,099)	-	-	(5,099)
At 31 December 2023	58,589	160,947	36,950	256,486
<b>Depreciation</b>				
At 1 January 2023	25,169	103,593	-	128,762
Charge for the year	11,663	27,484	3,078	42,225
On disposals	(5,099)	-	-	(5,099)
At 31 December 2023	31,733	131,077	3,078	165,888
<b>Net book value</b>				
At 31 December 2023	26,856	29,870	33,872	90,598
At 31 December 2022	37,284	52,954	-	90,238

### 14. Debtors

	2023	2022
	€	€
<b>Due within one year</b>		
Trade debtors	6,750	24,879
Accrued income	7,551	15,556
Prepayments	29,668	19,648
	43,969	60,083

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

	2023	2022
	€	€
Trade creditors	41,302	77,832
Accruals	31,406	53,132
Other taxation and social security	43,181	56,190
Other creditors	6,485	38,360
Deferred income	243,662	349,234
	366,036	574,748

## 16. Deferred income

	2023	2022
	€	€
Deferred income at the beginning of the year	349,234	332,967
Amounts released to income during the year	(848,497)	(451,196)
Amounts received in the year	742,925	467,463
	243,662	349,234

## 17. Statement of funds

### STATEMENT OF FUNDS - CURRENT YEAR

	Balance at 1 January 2023	Income	Expenditure	Balance at 31 December 2023
	€	€	€	€
<b>Unrestricted funds</b>				
General funds	124,319	127,323	(87,752)	163,890
<b>Restricted funds</b>				
Restricted Funds - all funds	-	2,616,342	(2,616,342)	-
<b>Total of funds</b>	<b>124,319</b>	<b>2,743,665</b>	<b>(2,704,094)</b>	<b>163,890</b>

### STATEMENT OF FUNDS - PRIOR YEAR

	Balance at 1 January 2022	Income	Expenditure	Balance at 31 December 2022
	€	€	€	€
<b>Unrestricted funds</b>				
General funds	199,496	180,067	(255,244)	124,319
<b>Restricted funds</b>				
Restricted Funds - all funds	-	2,369,585	(2,369,585)	-
<b>Total of funds</b>	<b>199,496</b>	<b>2,549,652</b>	<b>(2,624,829)</b>	<b>124,319</b>

## 18. Summary of funds

### SUMMARY OF FUNDS - CURRENT YEAR

	Balance at 1 January 2023	Income	Expenditure	Balance at 31 December 2023
	€	€	€	€
General funds	124,319	127,323	(87,752)	163,890
Restricted funds	-	2,616,342	(2,616,342)	-
	<b>124,319</b>	<b>2,743,665</b>	<b>(2,704,094)</b>	<b>163,890</b>

## SUMMARY OF FUNDS - PRIOR YEAR

	Balance at 1 January 2021	Income	Expenditure	Balance at 31 December 2022
	€	€	€	€
General funds	199,496	180,067	-255,244	124,319
Restricted Funds	-	2,369,585	-2,369,585	-
	<b>199,496</b>	<b>2,549,652</b>	<b>-2,624,829</b>	<b>124,319</b>

## 19. Analysis of net assets between funds

	Unrestricted funds 2023	Total funds 2023
	€	€
Tangible fixed assets	90,598	90,598
Current assets	439,328	439,328
Creditors due within one year	(366,036)	(366,036)
<b>Total</b>	<b>163,890</b>	<b>163,890</b>

	Restricted funds 2022	Unrestricted funds 2022	Total funds 2022
	€	€	€
Tangible fixed assets	-	90,238	90,238
Current assets	34,831	573,998	608,829
Creditors due within one year	(34,831)	(539,917)	(574,748)
<b>Total</b>	<b>-</b>	<b>124,319</b>	<b>124,319</b>

## 20. Reconciliation of net movement in funds to net cash flow from operating activities

	2023	2022
	€	€
Net income/expenditure for the year (as per Statement of Financial Activities)	39,571	(75,177)
<b>Adjustments for:</b>		
Depreciation charges	42,225	41,332
Profit on the sale of fixed assets	(950)	(814)
Decrease/(increase) in debtors	16,114	(24,784)
Increase/(decrease) in creditors	(208,712)	95,517
<b>Net cash provided by/(used in) operating activities</b>	<b>(111,752)</b>	<b>36,074</b>

## 21. Analysis of cash and cash equivalents

	2023	2022
	€	€
Cash in hand	395,359	548,746
<b>Total cash and cash equivalents</b>	<b>395,359</b>	<b>548,746</b>

## 22. Analysis of changes in net debt

	At 1 January 2023	Cash flows	At 31 December 2023
	€	€	€
Cash at bank and in hand	548,746	(153,387)	395,359
	548,746	(153,387)	395,359

## 23. 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.



**24. Related party transactions**

The CEO of Community Creations CLG is a voluntary non-executive director on the board of the Community Foundation of Ireland (CFI). The Community Foundation for Ireland made grants totaling €64,600 (2022: €28,000) to Spunout in 2023.

**25. Post balance sheet events**

Following the year end, the Company has become eligible for a pay award for staff resulting from an agreement made at the Workplace Relations Commission in October 2023. The organisation has gone through an eligibility verification process with HSE appointed firm KOSI and has been approved for inclusion in the pay award. This will result in eligible staff receiving backdated cost of living pay increases to 1st April 2023. The detail of these payments was not available for inclusion in the financial statements for 2023, and will be reflected in the notes to the 2024 accounts.

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

**26. Comparatives**

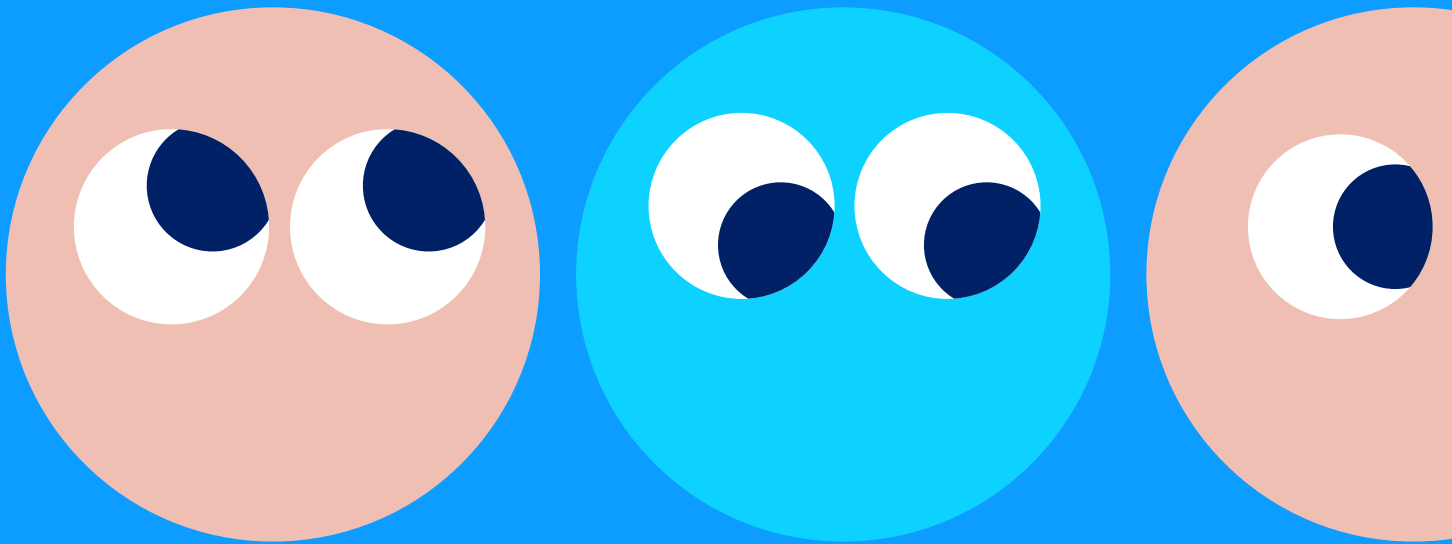
Some comparatives have been regrouped on a basis consistent with current year.

**27. Approval of financial statements**

The financial statements for the year ended 31 December 2023 were approved and authorised for issue by the Directors on

# Supplementary Information

(Not forming part of the audited financial statements)  
FOR THE YEAR ENDED 31 DECEMBER 2023



	2023	2023	2023	2023	2022
	€	€	€	€	€
<b>Health Service Executive</b>	<b>Health and Wellbeing</b>	<b>NOSP</b>	<b>Mental Health Division</b>	<b>Total</b>	<b>Total</b>
Grant Income	135,000	190,000	1,695,823	2,020,823	1,851,010
<b>Governance Activities</b>					
Accountancy	704	1,024	43,013	44,741	33,725
Auditors Remuneration	122	178	7,466	7,766	5,084
Board Recruitment	92	133	5,587	5,812	4,849
	<b>918</b>	<b>1,335</b>	<b>56,066</b>	<b>58,319</b>	<b>43,658</b>
<b>Charitable Activities</b>					
IT Costs	1,297	2,465	50,311	54,073	38,341
Rent	556	809	33,972	35,337	27,371
Office Costs	691	985	55,440	57,116	47,687
Professional Services	4,236	-	70,390	74,626	93,820
Marketing	2,454	67,415	96,716	166,585	278,794
Staff Costs	123,418	114,077	1,332,619	1,570,114	1,309,974
Youth Participation	1,430	2,914	309	4,653	11,365
	<b>134,082</b>	<b>188,665</b>	<b>1,639,757</b>	<b>1,962,504</b>	<b>1,807,352</b>
<b>Grant Expenditure</b>	<b>135,000</b>	<b>190,000</b>	<b>1,695,823</b>	<b>2,020,823</b>	<b>1,851,010</b>
<b>Net Surplus/Deficit</b>	-	-	-	-	-

**DEPARTMENT OF CHILDREN, EQUALITY, DISABILITY, INTEGRATION AND YOUTH**  
**Youth Information Centre Scheme administered by City of Dublin Youth Service Board**

	2023	2022
	€	€
Grant Income	150,045	152,732
<b>Charitable Activities</b>		
Programme Costs	40,604	43,500
Staff Costs	109,441	109,232
<b>Net Surplus/Deficit</b>	-	-

**DEPARTMENT OF CHILDREN, EQUALITY, DISABILITY, INTEGRATION AND YOUTH**  
**Youth Services Grant Scheme administered by Pobal**

	2023	2022
	€	€
Grant Income	119,511	114,914
<b>Charitable Activities</b>		
Staff Costs	119,511	114,914
<b>Net Surplus/Deficit</b>	-	-

**DEPARTMENT OF CHILDREN, EQUALITY, DISABILITY, INTEGRATION AND YOUTH**  
**Youth Climate Justice Fund 2022 administered by Pobal**

	2023	2022
	€	€
Grant Income	49,056	15,450
<b>Charitable Activities</b>		
Programme costs	20,720	15,450
Staff costs	28,336	
<b>Net Surplus/Deficit</b>	-	-

**DEPARTMENT OF CHILDREN, EQUALITY, DISABILITY, INTEGRATION AND YOUTH**  
**Capital funding scheme 2022 for Staff-Led Youth Services capital grants administered by**  
**City of Dublin Youth Service Board**

	2023	2022
	€	€
Grant Income	18,450	11,246
Costs	18,450	7,056
Refunded	-	4,190
	18,450	11,246
<b>Net Surplus/ Deficit</b>		

**DEPARTMENT OF CHILDREN, EQUALITY, DISABILITY, INTEGRATION AND YOUTH**  
**National Youth Organisation Youth Capital Funding Scheme 2022 administered by Pobal**

	2023	2022
	€	€
Grant Income	-	14,923
Costs	-	14,923
<b>Net Surplus/ Deficit</b>		

**DEPARTMENT OF RURAL & COMMUNITY DEVELOPMENT**  
**Scheme to Support National Organisations administered by Pobal**

	2023	2022
	€	€
Grant Income	82,585	47,987.00
<b>Charitable Activities</b>		
Staff Costs	82,585	
<b>Net Surplus/Deficit</b>		

Community Creations CLG  
trading as spunout

**Charity Tax Number (CHY)**  
16212

**Charity Registration Number**  
20057923

**Company Number**  
384783

**Supported By:**

Health Service Executive

Department of Children, Equality, Disability,  
Integration and Youth

Department of Community and Rural  
Development

City of Dublin Youth Services Board  
Pobal

