



SAMARITANS

Working together to reduce suicide

SAMARITANS
ANNUAL REPORT
AND ACCOUNTS
2016/17



At a glance

Statistics for the UK and Republic of Ireland, 2016

WE HAVE
201
BRANCHES

THERE ARE MORE THAN
20,000
SAMARITANS
VOLUNTEERS

SOMEONE
DIES BY
SUICIDE
EVERY **90** MINUTES

IT IS
FREE TO
CALL US ON
116 123

SOMEBODY
CONTACTS
US EVERY **6** SECONDS

WE ARE OPEN
24 HOURS **365** DAYS
A DAY A YEAR

WE RESPONDED
TO OVER
5.7 MILLION
CALLS
FOR
HELP*

WE REACHED OVER
590,000
PEOPLE THROUGH
OUR WORK IN
COMMUNITIES

THERE ARE AROUND
1,700
TRAINED
LISTENERS
ACROSS **142**
PRISONS

S Samaritans branches
(map not showing
Festival branch or
Correspondence branch)



*A 'call for help' is any contact made to Samaritans for support, whether by phone, text, email, letter, face to face in branch, in prisons or through our outreach work. This figure is based on the 2016 calendar year. A 'caller' is anyone who has accessed our service, whether by phone or by any other means.

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Blanche, Samaritans volunteer

Making a difference together

Letters from the Chair and CEO



Jenni McCartney

CHAIR

Jenni McCartney

Last year demonstrated the crucial role Samaritans has to play in today's society and how the need for us has never been greater.

Our strategy *Working together to reduce suicide 2015 – 2021* outlines our ambitions to support even more people in more ways and highlights four priority areas which we are focused on improving – our service, access, influence and evidence.

We responded to more than 5.7 million calls for help by phone, email, SMS, letter and face to face. That's more than 15,000 times each day that we were there for people who needed someone to turn to. We also reached more than 590,000 people through our work in communities and have trained and supported Listeners in nearly all prisons across the UK and the Republic of Ireland.

Our partnership with Network Rail continued to make a big impact. We have now delivered face-to-face training to more than 15,000 rail industry staff and the number of suicides on the rail network fell for the second year running – an 18% reduction over two years.

Thanks to the passionate commitment of more than 20,000 volunteers and the support of Samaritans' staff we have achieved an enormous amount in the last year in delivering our service and our vital influencing work, spearheaded by our CEO Ruth Sutherland. Yet we know there are many more people who are struggling to cope and who we don't currently reach with our service. At the same time, the way that people want to access our support is changing, so we need to adapt and innovate to respond to our callers' evolving needs.

That's why we've launched *There for Everyone*. It's an exciting programme of work to help us make a step change in our ability to offer our callers greater choice in how they access our services, raising awareness and reaching more people through the education and information we provide, as well as creating flexible ways to volunteer with us that fit better with our modern lives.

Thank you to everyone for everything you do to make sure we are there when people need us.

“
More than 15,000
times each day,
we were there for
people who needed
someone to turn to.
”



Ruth Sutherland

CEO

Ruth Sutherland

I'm so proud that over the last year, Samaritans has firmly put the issue of suicide 'on the map' and has spoken up at every level about what needs to be done so that fewer people die by suicide.

We've been busy on a range of issues but what we have to say in essence boils down to three simple truths: suicide is preventable, suicide is everyone's business and suicide is an inequality issue.

We've been relentless in making our voice heard and influencing at all levels across the UK and the Republic of Ireland which has made a real difference for the people who need us most. The knowledge and experience from our 201 branches allows us to speak with credibility and amplify the voices of people who otherwise wouldn't be heard.

Our *Local Action Saves Lives* campaign has played a key role in making sure suicide is prioritised at local levels across England, Scotland and Wales and 95% of local authorities in England now have suicide prevention plans. At a national level, we contributed to the development and delivery of national suicide prevention strategies and our views were strongly reflected in the recommendations by the Health Select Committee on Suicide Prevention.

Our acclaimed media guidelines work has gone from strength to strength and the launch of our ground-breaking *Dying from Inequality* report this year means we now have an evidence base from which to work together with others to tackle suicide as the inequality issue that it is.

While suicide remains the biggest killer of young people and men under 50, recent figures indicate an encouraging downward trend in the number of suicides in Great Britain.* Recent data from the Office for National Statistics indicates a fall of around 5% in England and Wales, however in Scotland there was a small rise after a long period of decline. Overall the decrease in suicides is encouraging, and I hope this reduction is reflective of a longer-term trend across the UK and Ireland.

As I said earlier, suicide is everyone's business so I take heart in these new figures and feel hopeful that together we are making real progress towards achieving our vision that fewer people die by suicide. Every life lost is one too many and as long as people need us and inequality in suicide exists, Samaritans will be here. We must now move forward with both our services and influence to turn this new-found political will into action.



As long as people
need us and
inequality in suicide
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will be here



* Data for Northern Ireland and Ireland not yet available.

Strategic Report

Our people and purpose

Life can be tough and any one of us can find ourselves struggling to cope.

At times our emotions may become overwhelming and, for some, suicide might feel like the only option. In 2015, 6,639 men and women from across the UK and the Republic of Ireland (ROI) took their own life.*

Tragically, suicide remains the single biggest killer of men under the age of 50 and young people aged 20 to 34, and the risk is highest in areas of deprivation. The impact it has on individuals, families and communities is devastating.

At Samaritans, our vision is that fewer people die by suicide. We believe it is preventable and that by working together we can give people the support they need before they reach crisis point.

With more than 20,000 trained volunteers and 201 branches, we provide a unique 24 hour listening service, we work in communities and we support prison Listener schemes across the UK and Republic of Ireland.

More than 150 paid staff, based in five offices, support these vital services. They raise awareness and funds for Samaritans, and take our messages to policy-makers across the UK and ROI.

All of this is made possible by kind donations from members of the public. This year, and every year, Samaritans' supporters helped us to be there for people who had nowhere else to turn.

* Scowcroft, E. (2017) Suicide statistics report: data for 2013-2015. Ewell, Surrey, United Kingdom: Samaritans.

Our values

Samaritans is underpinned by a set of values that are core to our service:

Listening

Exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them.

Confidentiality

If people feel safe, they are more likely to be open about their feelings.

Suicide kills three times more people than road traffic accidents.



Martin, Samaritans volunteer

Non-judgemental

We want people to be able to talk to us without fear of prejudice or rejection.

People making their own decisions wherever possible

We believe that people have the right to find their own solution and that telling people what to do takes responsibility away from them.

Human contact

Giving people time, undivided attention and empathy meets a fundamental emotional need and reduces distress and despair.



Joanna, Samaritans volunteer

Our work

Samaritans' vision is that fewer people die by suicide



To make this happen we aim to:

Reduce the feelings of distress and crisis that can lead to suicide

Increase access to support for people in distress and crisis

Reduce the risk of suicide in specific settings and vulnerable groups

Influence governments and other agencies to take action to reduce suicide



Through our work in the following areas:

We provide support, information and education

We provide face-to-face support in our branches

We provide people with information about other sources of help

We conduct research and collaborate with experts

We provide expertise on national and local forums

We partner with the rail industry to reduce suicide on the railways

We take support into our communities to reach people where they need us

We lobby national and local policy-makers

We publish policy recommendations

We form coalitions and campaign

We raise awareness with parliamentarians

We provide training

We provide support to families and communities affected by suicide

We are available round the clock, by phone, SMS and email

We create partnerships with other organisations to increase support for vulnerable groups

We campaign to ensure every area has an effective local suicide prevention plan

We run peer support in prisons

We work with the media to promote responsible representation of suicide



Siobhan, Samaritans volunteer

Our strategy

In 2015, we launched our strategy *Working together to reduce suicide*. Outlined below, it describes our vision for 2021, our priority areas and the ways in which we must work better to achieve even greater impact.

This year we made progress against our strategic priorities. On the following pages, we highlight some of our major achievements during 2016/17, and invite some of our volunteers, callers and supporters to tell their own Samaritans stories.

To achieve our vision of fewer people dying by suicide, we have identified four priorities around which we are organising our resources over the six years of the strategy:

Service

We will improve the quality and consistency of our services

Access

We will improve access to Samaritans' services

Influence

We will have stronger and more effective external influence and connections with partners

Evidence

We will improve the collection and application of evidence

To deliver the above, we need to make step changes across key areas:

- Volunteering
- Learning & development
- Technology

To achieve this transformation and successfully deliver our strategy we have launched a programme of work called *There for Everyone*. The programme is evidence-based, developed through consultation with and input from a Volunteer Reference Panel with nearly 500 members, and has clearly defined projects that are now well underway.

The funding for this programme includes generous support from Samaritans branches in the Isle of Man and Reading, together with pledged contributions from other branches, as well as from a number of external funders.

In developing our strategy and accompanying activity plans, and in producing this Annual Report and Accounts, the Trustees have given due consideration to the Charity Commission's published guidance on the public benefit requirement under the Charities Act 2011.

The statistics and measures that are quoted in this Strategic Report are either drawn from systems run by

Samaritans Central Charity or are based on records and returns that are retained and provided by the branches to the Central Charity, specifically volunteer numbers. Some other statistics are sourced externally and are stated accordingly. The statistics quoted in the Strategic Report are based on the 2016 calendar year (1 January to 31 December), unless otherwise stated.

Our key achievements

Service

We will improve the quality and consistency of our services by making sure that:

- all Samaritans callers experience a service which is responsive to their needs;
- Samaritans' training, volunteer management and roles are designed to ensure that we have the right people, with the right skills, in the right roles;
- quality assurance processes are consistently implemented across all our services and projects.

What we did

We piloted a mentoring scheme to support and develop our listening volunteers. Samaritans volunteers are extraordinary people from all walks of life, and it's vital that we recognise and develop their skills. Mentors accompany volunteers during a shift at least once a year and give feedback. The scheme will be rolled out to all branches in 2017, helping us to achieve and maintain the high service standards set out in our Operating Agreement.

We supported branches through the Branch Hub, an online resource where volunteers can access information, guidance and support to help them run their branch effectively.

We developed new safeguarding policies for the protection of children and vulnerable adults. Volunteers, staff and external experts worked together to develop a safeguarding policy for children and vulnerable adults across the organisation and a Children First policy for the Republic of Ireland, in line with local legislation. The policies guide volunteers on the steps they need to take if they believe a child or vulnerable adult is at serious risk of harm, abuse or neglect, to ensure that we are protecting the most at risk in society.

We investigated each and every complaint we received. There were 301 in 2016, out of 5.7m caller contacts. All complaints provide lessons to help us improve our services, and 39 complaints were upheld.

We gained a greater understanding of our callers and their needs by introducing a single system for logging contacts. The eLog helps us to collect anonymous call data in a consistent way that can be analysed quickly. By understanding the reasons that people get in touch – eg isolation and loneliness, mental or physical health issues, relationship problems – we'll be able to improve and introduce services that help more of the people who need us.

We began work to improve our volunteer recruitment process, so that we can attract more people to volunteer with us and keep pace with increased demand for our service. This is a key focus of the *There for Everyone* programme and to inform this work, we surveyed current and potential volunteers to learn how we can improve the way we recruit, select and train volunteers and make volunteering with us more flexible. Building on this, we will work with branches to speed up recruitment and with the help of the Big Lottery Fund, we will pilot a recruitment campaign for night shift volunteers, so that we can meet demand at the times of greatest need. We will also enable volunteers and staff to grow and develop by offering more flexible, tailored learning and development opportunities, supported by a new digital learning platform and virtual classrooms.

We identified a number of ways that we can use digital technology more effectively. As part of the *There for Everyone* programme, we plan to introduce a single platform for volunteers to use when responding to emails, SMS, instant messages and some calls, and to update the technology in our branches so that it's more reliable and better supported. We will also improve the coordination and sharing of information within Samaritans by developing an organisation-wide database and by improving our intranet.



They knew the right questions to ask, were very patient and non-judgemental.

STEVEN



Steven

"Thanks to Samaritans I am here today.

In my late 20s, life became too much to bear as I juggled a new career and studies. I was unable to cope with feelings of anxiety and felt hopeless.

Every day I'd wake up worrying about the stress and misery I was putting my friends and family through. I felt so weak, like I wasn't 'man' enough. The world needed to stop, so I decided the only option was to end my life.

I reached out to Samaritans one evening and that first call was hard. Just finding the words was almost impossible, let alone saying them out loud.

The volunteer at the end of the phone was brilliant, they knew the right questions to ask, were very patient and non-judgemental.

Samaritans helped open my eyes to the people around me and got me to realise that they wanted me to be well and not gone. As a father now, I'm very open about sharing feelings with my girls and letting them know that not feeling OK is OK."

Access

We will improve access to Samaritans' services by making sure that:

- all helpline services are free to callers;

- awareness-raising campaigns are based on evidence of need, targeted at vulnerable groups and delivered at a local and national level;

- email, SMS and instant messaging support is provided in an integrated way;

- emotional support is provided outside of branch in new targeted settings;

- people get through to a volunteer every time they try to contact us;

- support is provided in targeted settings for those affected by suicide.

What we did

We responded to more than 5.7 million calls for help by phone, email, SMS, letter, face to face and through our Welsh language service. That's more than 15,000 times each day that we were there for people who needed someone to turn to.

We answered thousands more calls, on average 11 per cent more per month compared to 2015. We found that half of our callers are contacting Samaritans for the first time. The average length of each call has increased by 10 per cent and since the introduction of Freecall, the proportion of calls made from a mobile has risen by 20 per cent to just below 70 per cent. This demonstrates that Freecall is enabling more people to talk to us without worrying about the cost.

We experienced an ever-growing demand, with numbers rising throughout the year. Unfortunately, this meant the number of callers who were unable to get through first time also rose, particularly at the busiest times during the night and at weekends. We continue to work hard to address this, including improving our telephone technology, and a major push to recruit night-time listening volunteers.

We worked with new partners to reach more people. We joined Mind and Mental Health First Aid as partners of *Mates in Mind*. It's a new programme set up by the Health in Construction Leadership Group with the support of the British Safety Council, promoting emotional wellbeing and positive mental health across the construction industry. With the Royal National Lifeboat Institution (RNLI) we began to develop a national programme of support to complement the local activity currently taking place between some Samaritans branches and local lifeboat stations.

We extended our involvement in the transport sector by working with Highways England to begin to understand suicide on the road network and explore ways of addressing it. And our partnership with Network Rail continued to deliver a big impact. In 2016/17, over 1,500 potentially life-saving interventions were carried out and the number of suicides on the rail network declined for the second year (18% over two years), representing the lowest annual figure since 2010. Samaritans has now delivered training to over 15,000 rail industry staff.

We celebrated the 25th anniversary of the prison Listener scheme, which continues to grow. We began supporting inmates at HMP Berwyn, through the creation of a new Listener scheme supported by three Samaritans branches local to the new 'super prison' in Wrexham. All materials supplied to the prison are fully bilingual and in line with our Welsh Language Scheme, approved by the Welsh Language Commissioner. In the Republic of Ireland, two branches are working together to support a Listener scheme in the recently opened Midlands prison. We continue to work closely with Her Majesty's Prison and Probation Service (previously National Offender Management Service) and were invited to submit a proposal to extend our level of support in prisons beyond the Listener scheme. The Scottish Prison Service and the Irish and Northern Ireland Prison Services continue to actively support our work. Samaritans and the Irish Prisons Service hosted an inaugural joint prison Listener conference at Dublin Castle.

We gratefully received a third year's funding from the Waterloo Foundation for the South Wales Valleys project. This will help us develop a sustainable project model based on findings from an independent evaluation by Swansea University. The *Valleys* project will then inform how we extend services to areas of deprivation in other parts of the country where there is no Samaritans presence.

We piloted the use of our Step by Step postvention service in universities. This year we worked with several higher education institutions to trial the service for undergraduates and we await the results of an evaluation to inform expansion of the programme.

We welcomed the opportunity to reach out to the UK military, when we were awarded LIBOR funding in the 2016 budget. The risk of suicide in men aged 24 and younger who have left the armed forces is two to three times higher than civilians of the same age. Through *There for Everyone* we are developing a programme of support for military personnel, reservists, veterans and their families. This includes new online communication channels, self-help and support tools, and training resources which will provide the skills and knowledge for people to help themselves and others to build a support network within the armed forces community.

We worked with volunteers to develop and test an early model of an instant messaging service that will make it easier for people who are struggling to cope, including younger callers and those who prefer contacting us in writing, to reach us in a way that suits them. This has the potential to reduce caller demand for more resource-intensive communication channels, such as email and SMS. We will be further developing and testing the service with a wider group of volunteers and a caller panel before a phased rollout to branches in 2018.



At first I was too apprehensive to call, I thought that I wouldn't know what to say so the text service worked best for me. There was no waiting around for a reply and absolutely no judgement.

SAMARITANS CALLER





I'm so thankful for Samaritans' training which gave me the confidence to act.

KEN



Ken Milligan

"I became aware of a lady near me on a train, who was becoming more and more unsettled by the phone calls and texts she was making and receiving.

She was crying. I leant forward and said, "Are you OK, you seem to have the weight of the world on your shoulders?" She replied, "No, not at all," with a "please help" look in her eyes. She continued crying so I comforted her, and kept her breathing calmly.

As we neared our final stop, I told her that we would stay on the train when everyone got off; she couldn't make

decisions for herself by now. I asked one of the passengers leaving the train to alert the Conductor and we decided the best thing was to call the emergency services.

When we arrived at the station, we waited for the ambulance and I stayed to support her.

I'm so thankful for Samaritans' training which gave me the confidence to act, as it really did make a difference. Afterwards, the lady got in touch to say thank you and added that she probably wouldn't be here if I hadn't asked if everything was OK."

RAIL EMPLOYEE | SAMARITANS COURSE ATTENDEE



Influence

We will have stronger and more effective external influence and connections with partners by making sure that:

- we have strong referral relationships with partner agencies working with vulnerable groups (especially men in middle years, people in socioeconomic deprivation and people with mental health problems);
- vulnerable people online are recognised, offered support and have less chance of coming into contact with harmful online content;
- we have strong effective relationships locally and nationally in order to influence the content and implementation of local and national suicide prevention policies;
- we understand the interests of our callers and use this knowledge to increase help-seeking and influence public policy and practice.



ABOVE: Vic Reeves supported our Brew Monday campaign

What we did

We asked Ipsos MORI to evaluate *We Listen*, our campaign across the rail network in England, Scotland and Wales supported by Network Rail on behalf of the wider rail industry. The evaluation showed it increased awareness amongst the target audience of Samaritans' free service and encouraged people to call. The posters from this award-winning campaign were selected as one of the 70 most iconic designs in 2016, in the global Beazley Designs of the Year awards.

We launched our first ever campaign targeted towards local politicians.

Local Action Saves Lives asked Samaritans' supporters in England, Wales and Scotland to email their councillor (or MSP in Scotland), urging them to prioritise suicide prevention. Following this, the Scottish Government has committed to considering how best to support local work as part of its forthcoming suicide prevention strategy. Ninety-five per cent of local authorities in England now have a local suicide prevention plan in place or in development, and we provided guidance to support them in doing so through the National Suicide Prevention Alliance.

We influenced at the highest level, working with policy-makers across the UK and Republic of Ireland. We contributed to the development and delivery of national suicide prevention strategies and submitted evidence to a range of consultations and inquiries. This included the House of Common's Transport Select Committee Inquiry on Rail Safety and the Health Select Committee's inquiry into suicide prevention, to which Samaritans' CEO, Ruth Sutherland, twice gave evidence in person. We also gave evidence to the National Assembly for Wales Health, Social Care and Sport Committee's inquiry into loneliness and isolation.



ABOVE: Ruth Sutherland, CEO of Samaritans, gave evidence to the Health Select Committee's inquiry into suicide prevention

We generated debate on socioeconomic inequality and suicide. Our report into the socioeconomic factors influencing suicidal behaviour, *Dying from Inequality*, was launched at an event in London, marking the start of a new strand of work across all nations. A motion was lodged in the Scottish Parliament noting the findings and the need to act, and parliamentary questions were asked on our behalf, including a First Minister's Question.

We marked World Mental Health Day by launching our Cymru Impact Report at the Welsh National Assembly. Assembly Members heard opening remarks from Health Secretary Vaughan Gething, before rugby referee Nigel Owens MBE spoke in support of Samaritans' services.

We joined forces with the Welsh Network of Healthy Schools (Public Health Wales) to run a pilot of our *Developing Emotional Awareness and Listening (DEAL)* teaching resources in five Cardiff schools. The materials were also made available to download through 'Hwb', a national collection of resources endorsed by the Welsh Government.

We took a leading role in the National Suicide Prevention Alliance (NSPA), which is made up of more than 80 organisations. Samaritans co-chairs the alliance and hosts the secretariat. This year we contributed to new NSPA and Public Health England resources to support local suicide prevention action plans and post suicide support, and galvanised members behind the #ITSOKTOTALK campaign on World Suicide Prevention Day.

We encouraged people to take time out for a cuppa and a chat on Brew Monday, our awareness campaign countering the concept of Blue Monday in January. The campaign was supported by Network Rail and the wider rail industry, along with celebrities including Danny-Boy Hatchard and John Fendley, who together handed out special Brew Monday teabags with our contact details to commuters. We also received invaluable support from others, including Nigel Owens MBE, Vic Reeves and Robbie Williams.

We worked with the media to talk about emotional support and suicide, including through an award-winning partnership with ITV's *Loose Women* on their *Lighten the Load* campaign and a suicide attempt storyline in *EastEnders*.

We increased our media guidelines work to ensure the responsible reporting and portrayal of suicide. We monitored more than 6,000 news articles reporting on suicide, advised on over 30 programmes and news pieces covering the topics of suicide and self-harm and delivered 24 educational sessions to news and production teams. Finally, we responded to the Editors' Code of Practice consultation by the Independent Press Standards Organisation, and encouraged relevant academics and organisations to follow suit.

We began an ambitious project to enable people to help themselves and each other at an early stage, before they reach crisis point. The project is part of *There for Everyone* and will develop online information and support services to help people understand and manage difficult feelings, and increase their emotional resilience. We will develop digital tools to help people become better listeners, so that they can support friends, family, colleagues and customers, and signpost them to Samaritans when more help is needed. This will enable us to reach a larger number of people, raising awareness of Samaritans and ensuring that our helpline service remains available for those most in need.



ABOVE: Samaritans and other members of the National Suicide Prevention Alliance (NSPA) marked World Suicide Prevention Day



ABOVE: Our Network Rail-funded *We Listen* campaign was exhibited as part of the Beazley Designs of the Year awards



It was great to be part of highlighting such a sensitive issue to a wide TV audience.

DANNY-BOY



Danny-Boy Hatchard

"At first I was nervous when I learnt my EastEnders character, Lee Carter, would suffer with depression, and where this illness would eventually take him. I felt a huge responsibility to get it right, as I know mental health impacts so many.

Working with Samaritans on the scenes involving Lee's suicide attempt and its aftermath meant we could get the balance right between jeopardy (which every good drama needs) and our responsibility to portray suicidal feelings and actions in a way that isn't risky. I didn't want to negatively influence anyone watching who may be vulnerable.

We went through the dialogue and how we planned to film the scenes with Lorna Fraser, Samaritans' Media Adviser, and that was reassuring.

It was great to be part of highlighting such a sensitive issue to a wide TV audience and I wanted to do more. So, I was happy to help promote Samaritans' Brew Monday campaign. Looking out for a mate over a cuppa and a chat is a great way to start conversations that can be difficult.

I felt honoured to hear how my EastEnders storyline helped people to open up. That's the biggest reward ever."



Evidence

We will improve the collection and application of evidence so that:

- we are better able to demonstrate our approach to supporting people, the benefits this provides and its contribution to reducing suicide;
- we understand the needs and profile of the different groups of people who use our services and what they get out of those services;
- we apply existing evidence around 'what works' to improve and develop our support services;
- we evaluate the impact of Samaritans' strategy.

What we did

We published our annual Suicide Statistics Report, which is a unique data collection reporting suicide rates for the UK and Republic of Ireland. Samaritans monitors, compiles and builds upon suicide data from the five nations throughout the year to produce this vital resource.

We continued work on two research projects assessing Samaritans' services. The first, led by Emeritus Professor Stephen Platt at University of Edinburgh, will test an approach to measuring the immediate and longer term benefits of calling. The second, led by Elizabeth Scowcroft at Nottingham Trent University, is evaluating the impact of our prison Listener scheme on prisoners' risk of suicide.

We completed the evaluation of a campaign to promote Freecall in ten disadvantaged areas of the UK. It confirmed that reducing cost barriers does encourage people to seek support before reaching a crisis point. More than half of those surveyed knew it was free to call Samaritans, and around one quarter said our adverts encouraged them to call. This year we also progressed with evaluations of our bereavement support service, health partnerships and an interim assessment of our organisational strategy.

We welcomed the findings of four Samaritans-supported research studies:

- A major study led by Emeritus Professor Stephen Platt, University of Edinburgh, sought to understand the relationship between socioeconomic disadvantage and suicidal behaviour (see box).
- Led by Dr Julie Brownlie at University of Edinburgh, *Empathy and Trust in Communicating Online (EMoTICON)* explored how people look to online sources of help when having difficult feelings, and how trust and empathy are established in different online environments. The study also explored Samaritans' volunteers' experiences of offering support.

Understanding the issues of inequality

Socioeconomic disadvantage increases the risk of suicidal behaviour. We commissioned eight leading social scientists to review and extend the existing body of knowledge on this topic to give us a better understanding of the reasons why.

The resulting report, *Dying from Inequality* (samaritans.org/dying-from-inequality), confirmed a clear and strong association, with the suicide rate being two to three times higher in the most deprived neighbourhoods than in the most affluent areas. Adverse experiences such as unemployment, unmanageable debt and job insecurity increase the risk of suicidal behaviour, particularly during periods of economic recession.

It is critical that policy-makers across the UK and ROI use the findings as they shape cross-governmental efforts to reduce suicide among the most vulnerable in our society.



LEFT: Evaluation of our Freecall campaign showed reducing cost barriers encouraged people to seek support earlier

Chris O'Donovan Photography/Samaritans



Research can help us tailor new, more effective ways to support people.

ELIZABETH SCOWCROFT,
SAMARITANS RESEARCH MANAGER



- *Qualitative Understanding of Experiencing Suicidal Thoughts (QUEST)*, led by Dr Lisa Marzano at University of Middlesex, explored suicidal thoughts and why people choose particular methods of suicide, funded by Network Rail on behalf of the rail industry. We're working with partners to take the findings forward.
- Ground-breaking research provided unique insights into why people use the internet when they are feeling suicidal, its impact and what we can do to make the online environment safer. We worked in partnership with Dr Lucy Biddle at University of Bristol in this study (see p23), the results of which were launched at Twitter's London office and presented at the NSPA conference.

Dr Lucy Biddle

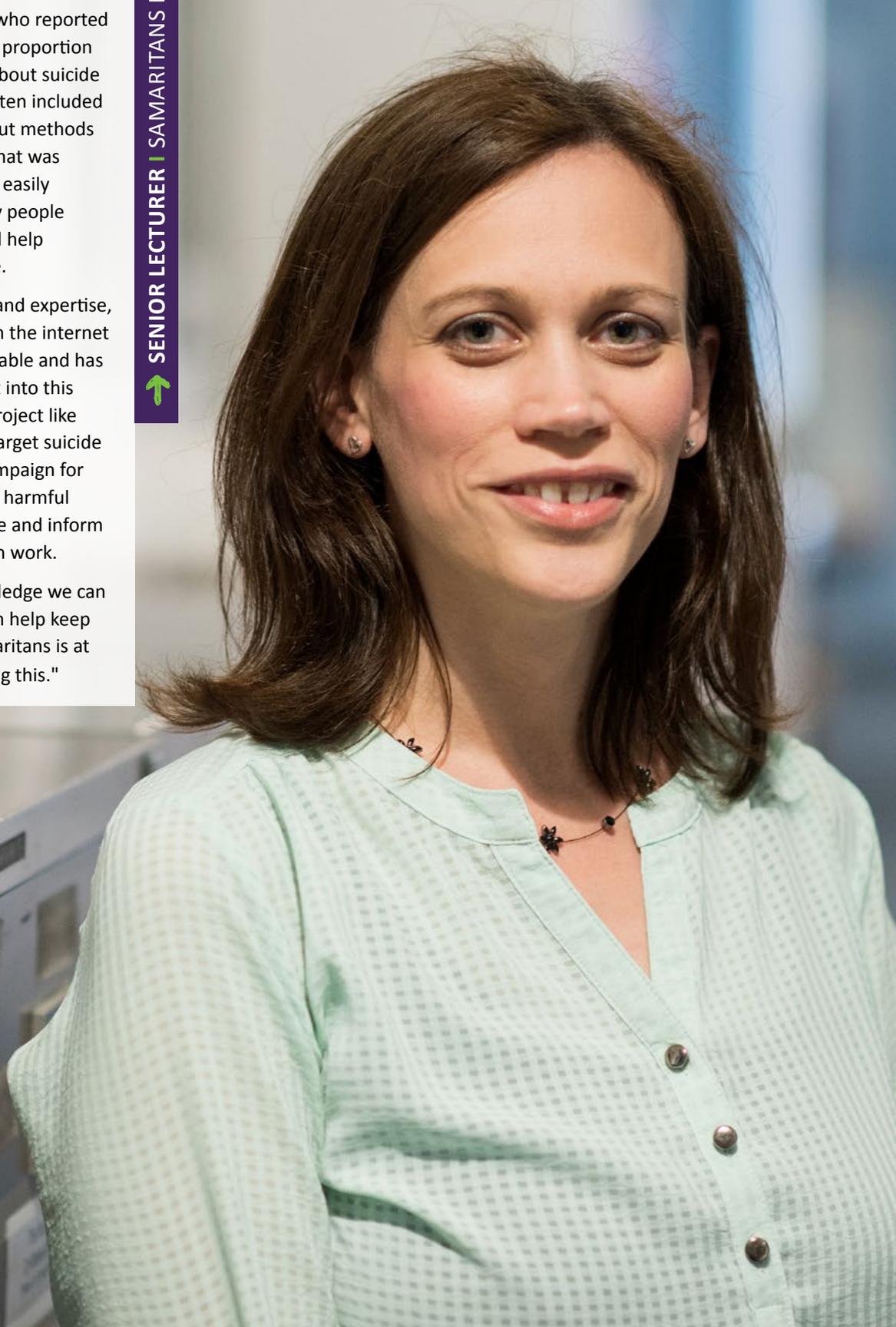
"It is crucial that we find better ways to support and protect people online. To do that effectively, we need to know more about the ways people struggling to cope use the internet."

We found that of those who reported suicidal thoughts, a high proportion looked for information about suicide online. Their searches often included seeking information about methods of suicide. Information that was likely to cause harm was easily accessible, and yet many people felt unhappy with formal help that was available online.

Samaritans' knowledge and expertise, and its relationships with the internet industry has been invaluable and has given us a unique insight into this area. The findings of a project like this are vital to help us target suicide prevention activities, campaign for better regulation so that harmful material is less accessible and inform future suicide prevention work.

I believe the more knowledge we can gather, the better we can help keep people safe online. Samaritans is at the forefront of informing this."

SENIOR LECTURER | SAMARITANS RESEARCH PARTNER





I want as many people as possible to know about Samaritans' vital service. Running as a giant green telephone is my way to do this.

DAVE, SAMARITANS SUPPORTER



Our fundraising year

Kind donations from individuals, companies and trusts make the amazing work of Samaritans volunteers and staff possible. This year the Central Charity raised £9.5 million from voluntary donations, with supporters giving in a wide variety of ways – from a regular direct debit to running a marathon. We would like to thank the thousands of people and organisations that supported Samaritans with a gift in 2016/17.

→ Fundraising results

£145,000 was raised by our 64 runners who took part in the Virgin Money London Marathon.

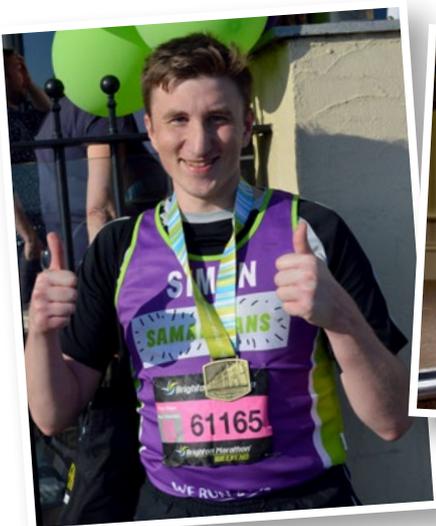
£385,000 was brought in through our #RealChristmas campaign, making it our most successful Christmas appeal to date.

£1,509,000 was received from corporate partners, trusts and foundations to fund vital areas of our work.

Our fundraising highlights this year included:

- **Events.** More than 650 supporters raised half a million pounds by going the extra mile for Samaritans in sponsored runs, walks, bike rides, treks and adrenaline sports. ‘Dave the Running Telephone’ ran his 26th marathon for us, promoting our helpline as he went, by wearing a giant green phone costume.
- **Philanthropy.** One of the largest philanthropic donations in our history was made this year by Julia and Hans Rausing. Gifts like the one from the Rausing’s are game changing and allow Samaritans to pursue ambitious new projects that will do amazing things to help our callers.
- **Christmas.** Our Christmas campaign centred on the theme of #RealChristmas – being honest about life’s challenges and being there for our friends and family. We asked people to give the gift of listening with a personalised voucher, and to donate so that we can be there for people too. The campaign was our most successful Christmas campaign ever.
- **Making connections.** Our Patron, HRH The Prince of Wales, welcomed celebrities and 90 Samaritans supporters, volunteers and callers to a reception at Clarence House on 15 March 2017. In his speech, the Prince of Wales spoke passionately about his support for Samaritans, the amazing work of our volunteers and the devastating effects of suicide. The event was an opportunity to thank Samaritans’ warmest supporters and build stronger links, particularly from the financial services sector. Many of the guests commented on how moved they were by the remarkable resilience and compassion of Samaritans volunteers.

However you’ve supported us, we’re extremely grateful. Every donation you give helps us to be there for people struggling to cope.



ABOVE: We asked people to give someone the gift of listening and donate at Christmas

ABOVE: 650 supporters raised £500k by taking part in sponsored runs, walks, bike rides, treks and other adrenaline-inducing activities



It was great motivation knowing I was contributing just a small amount to Samaritans. The charity helped me through a lot and gave me great support.

SAMARITANS SUPPORTER



Financial review

Overview

In the year, the charity has started to build a more solid financial base for investing in the support and development of the service to callers, and the major investment programme, *There for Everyone*, has started to be implemented.

The financial statements of the consolidated charity group for the year ended 31 March 2017 show a net increase in funds of £4.8 million. There are three main components of this movement, namely: ongoing activity (+£630,000); the transfer to the Central Charity of net assets, including property, from branches which have joined the Central Charity during the year (+£3,116,000); and activity

carried out as part of the *There for Everyone* programme (+£1,020,000), funded during the year by a grant of £1.5 million from central government (using LIBOR funds) with further expenditure to follow over the next two years. The table below provides a more detailed breakdown of these three components.

Summarised statement of financial activities 2016/17

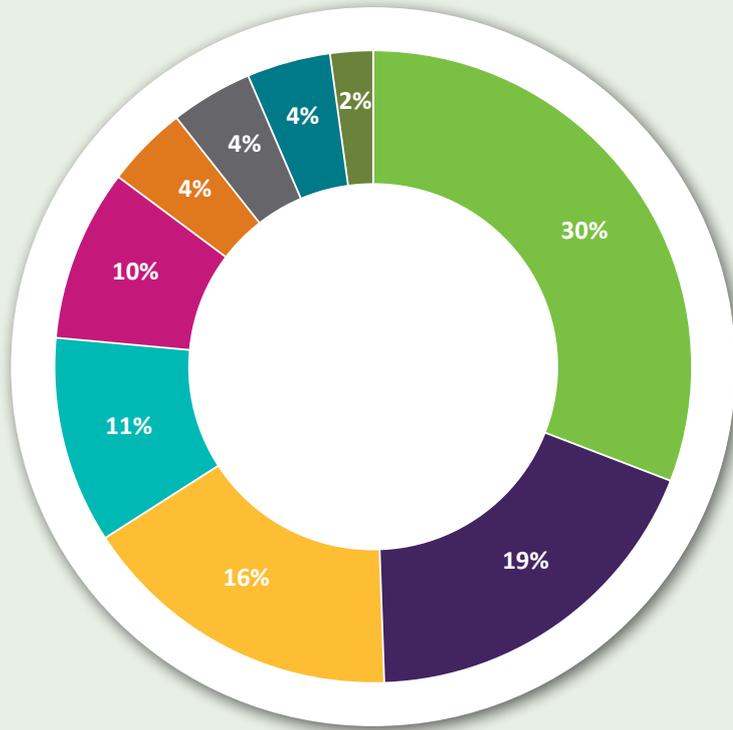
	Ongoing activity £'000	Branches £'000	There for Everyone £'000	Total 2017 £'000	Total 2016 £'000
Income	14,491	3,151	1,500	19,142	16,173
Expenditure	13,971	35	480	14,486	15,140
Net gains on investments	110	-	-	110	(17)
Net income 2017	630	3,116	1,020	4,766	1,016
Net income 2016	1,016	-	-	1,016	-

Net income in relation to branches joining the Central Charity (£3.1m) has been allocated to funds as follows:

Designated fund – Tangible fixed assets:	£2.2m
Designated fund – Property maintenance fund:	£0.7m
General funds	£0.2m

The financial statements do not reflect the value of the time donated by the volunteers within the branches in delivering Samaritans' service, which is estimated at over £70m per annum with more than 20,000 volunteers giving in excess of 5.3 million hours of their time.* This is the foundation on which the strength of Samaritans' service is built.

* Based on 20,454 volunteers giving an average of five hours per week at the median gross hourly rate for full time workers in the UK, as stated by the Office for National Statistics.



Income

(Total: £19.1 million)

- Individuals
- Public body grants
- Net assets received from Central Charity branches
- Partnerships and other trading
- Legacies
- Other grants
- Branch affiliation fees
- Corporate donations
- Donated advertising

Income

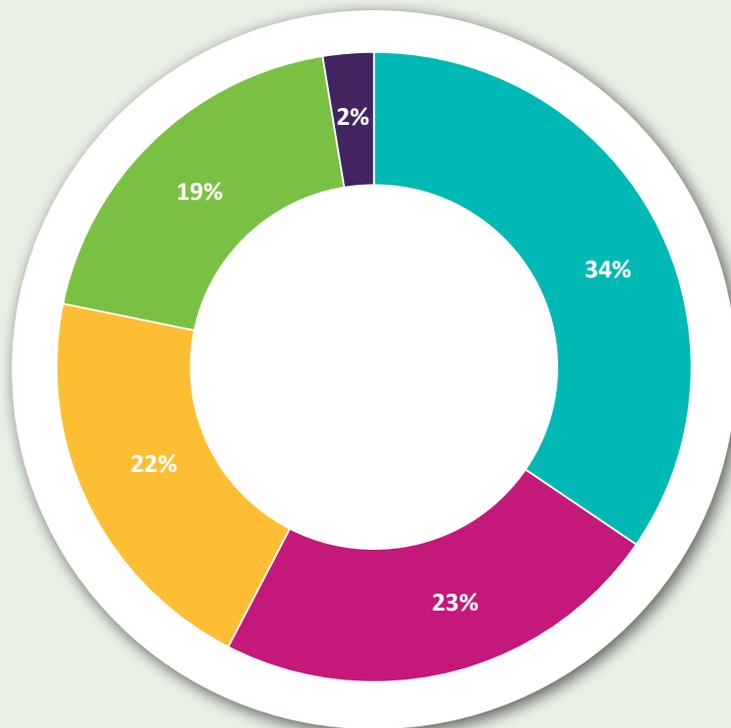
In respect of ongoing activity, the majority of the group’s income continues to be raised from donations and legacies. This decreased from £11.4 million in the previous year to £9.5 million primarily reflecting that 2015/16 was an exceptional year in respect of both legacies and the contribution of £400,000 from the Isle of Man branch.

The range of fundraising activities that Samaritans carries out is extensive and includes amounts received from corporate supporters, funds secured from trusts, legacies, individual donors, community events, sporting and challenge events and grants from public bodies. We will continue to look at ways to broaden and improve our fundraising and income generation activities.

Our individual donor income has increased from £5.4 million in 2015/16 to £5.6 million in 2016/17. We are very grateful for the support we receive from all our donors, and a list of our major donors and supporters can be found on page 58.

In addition to our fundraising activities, other major funding streams include our partnership with Network Rail for the delivery of training to staff and awareness-raising; grant funding for the support of the prison Listener scheme funded by Her Majesty’s Prison and Probation Service (previously National Offender Management Service); and funding from the Big Lottery Fund and Health Service Executive (HSE) Ireland towards our Freecall service. We also secured funding of £3.5 million over three years commencing 1 April 2016 from central government (using LIBOR funds) for developing services to support armed forces personnel; we received £1.5 million of this funding in 2016/17.

We need to build on all the above income generating activities so we can develop and grow our service. This requires a robust fundraising and income generation plan in the context of the changing fundraising environment and regulations. Our fundraising plan for the next four years is based on continuing to diversify fundraising activity to be less reliant on any one source and to increase our organisational capacity to generate income.



Expenditure

(Total: £14.5 million)



Expenditure

Total consolidated expenditure, including the value of donated advertising, reduced from £15.1 million in 2015/16 to £14.5 million, a decrease of 4% from the previous year.

Within this amount, fundraising costs amounted to £3.2 million which represents a decrease of £0.9 million on the previous year. In the context of tightening regulation on fundraising activity and changes in fundraising practice in general, during the year we carefully reviewed how we currently spend funds to drive future fundraising income. Consequently, fundraising expenditure fell significantly in the current year, and we expect it to increase again in 2017/18 as we develop and implement new ways of broadening and supporting our donor base.

In contrast, total charitable expenditure amounted to £11.3 million in 2016/17 compared with £11.0 million in 2015/16, which is analysed in detail in Note 6 to the Accounts. We are constantly looking at how we can maximise the proportion of expenditure in developing and delivering the service to callers, to respond to the increasing demand for our services and to reach more callers through the communication channels they wish to use. We are building on the investment in recent years in Connect, Freecall and our changes to our ways of working, through the *There for Everyone* programme with its focus on developing new digital channels for the service and updating our processes and systems; supporting our volunteers more effectively; and developing our learning and development capability both within and outside the organisation. In the year charitable expenditure represented almost 80% of total expenditure.

Subsidiaries

As the trading subsidiary of Samaritans, the substantial majority of the turnover of The Samaritan Enterprises Limited remains the contract with Network Rail.

Samaritans Ireland and Samaritans in Scotland support the Central Charity in the delivery of our strategy in those nations.

Reserves policy

As at 31 March 2017 the total consolidated funds held by the charity amounted to £13.6 million. Of these funds, £10.9 million are unrestricted and £2.7 million are restricted. Within the unrestricted funds there are three designated funds amounting to £5.4 million, namely £3.8 million representing fixed assets including all the Samaritans Central Charity (SCC) branch properties, a £0.7 million property maintenance fund to maintain SCC branch properties, and £0.9 million to fund making our service more accessible using digital technology.

In setting the reserves policy the Board of Trustees considers the need to provide against any future income shortfall, fulfil working capital requirements and allow funds to be available to support service developments. This is balanced against the need to spend reserves now to deliver services to meet caller needs.

With these considerations, the Trustees have retained a target range for free reserves of between three and four months of unrestricted expenditure (which as at 31 March 2017 would equate to £2.9 million and £3.8 million respectively); free reserves are calculated as total unrestricted reserves less designated funds. At 31 March 2017 the actual level of consolidated free reserves held is above the target range at 5.8 months (£5.6 million).

In the current year 2017/18, the Board of Trustees have agreed a deficit budget of £0.7 million reflecting planned investment in the development and support of the service to callers. In addition, survey work is being

completed on all the SCC branch properties (including those branches that will join in 2017/18) which will be utilised in developing a property strategy to make sure that volunteers are delivering the service from suitable premises. This may result in changes to the amount designated to the property maintenance fund. In addition, while monitoring the actual performance of fundraising and income generation activity during 2017/18, the Board will be seeking to invest further free reserves to support the *There for Everyone* programme and other necessary projects to strengthen the infrastructure for the service. These steps are expected to bring down the level of free reserves to close to the target range.

Investment policy

J Hambro & Partners are the appointed investment managers and as at 31 March 2017 the value of the portfolio managed by them amounted to £1.1 million. In addition, £2.7m is held within the COIF Charities Deposit Fund. During 2017/18, the process of branches either affiliating to or joining the Central Charity will be completed, and the detailed implementation of costed projects of the *There For Everyone* programme will be well underway. With the greater certainty this will bring, the Trustees will then be reviewing the proportion of funds invested for the longer term in the context of revised financial projections, our reserves policy and service investment requirements in coming years.

Going concern

Our planning processes, including financial projections, take into consideration the current economic climate and its potential impact on the various sources of income and planned expenditure. Having reviewed the financial projections, including cash flow, the Trustees consider that there are no material uncertainties that call into doubt the ability of Samaritans to continue as a going concern.

Risks and uncertainties

As an integral part of the risk management approach set out on page 34, the Board of Trustees considers the principal risks and uncertainties for Samaritans and the actions we take to manage those risks.

RISK

Our current and potential callers not being able to access our service.

MANAGING ACTIONS

We respond to the high and increasing demand for Samaritans' service by constantly addressing accessibility and capacity challenges. Our *There for Everyone* programme (see p11) aims to make a step change in this area through activities detailed in this report.

RISK

Failing to influence policy to help reduce suicide and therefore not meeting the needs of our stakeholders, including callers, volunteers and branches, funders, partners and staff.

MANAGING ACTIONS

We are developing a better understanding of the needs of those struggling to cope through the research we carry out and support. Our strategy emphasises the importance of collecting and communicating evidence of our impact. This knowledge and evidence will inform our influencing work at local, regional and national level to help achieve our vision to reduce suicide.

RISK

Damage to our reputation and service. For example, by breaches in caller confidentiality, loss of sensitive data or issues around the safeguarding of young people and vulnerable adults.

MANAGING ACTIONS

Samaritans' policies and approach to maintaining confidentiality, handling data and serving our callers, together with the rationale for our approach, are constantly reviewed. We make sure they are effective, legal and consistently communicated and understood, including taking external professional advice as required.

RISK

Not being able to maintain financial stability.

MANAGING ACTIONS

Our income strategy is to maintain and grow a broad base of fundraising activity and identify new ways of generating income which builds on our strengths and aligns with our brand. Our expenditure plans are carefully developed, with an ability to adapt to changed financial circumstances should the need arise. In addition, our reserves policy provides a degree of financial stability over the short and medium term.

RISK

Our organisation not working as effectively and coherently as required to develop and deliver our services.

MANAGING ACTIONS

We are partway through a major change programme to make sure we work together effectively across the whole organisation. The changes have sought to build on the strengths of our federated structure, to ensure that all aspects of our ways of working – processes, roles and responsibilities, structures, finances and culture – help us to deliver the best possible service to our callers.

Governance Report

Our structure

Samaritans is a charitable company limited by guarantee. We were founded by Prebendary Dr Chad Varah CH CBE MA in 1953, and incorporated in 1963.

Samaritans Central Office in Surrey supports our branches, Regional Directors, Regional Officers, Functional Leads and the Board of Trustees. Specifically, it helps to make sure that our phone, SMS and email systems are constantly available to our callers and maintains our website and intranet. The Central Office carries out research, development and evaluation to support our influencing work and development of the service, supports our volunteer recruitment and development activity, and raises income to underpin the whole organisation. It also provides a range of advice and guidance to branches through the Branch Hub.

Samaritans has three subsidiaries, all of which are consolidated into the Samaritans group accounts:

- The Samaritan Enterprises Ltd, a trading company in which Samaritans has a 100 per cent shareholding.
- Samaritans Ireland which is an Irish company incorporated in 2007 that is limited by guarantee. By virtue of its constitution, Samaritans is able to exert significant influence over Samaritans Ireland.
- Samaritans in Scotland, which is a Scottish Charitable Incorporated Organisation (SCIO), established on 11 March 2014. Samaritans provides its core funding and is able to exert significant influence through specific provisions in the SCIO constitution.

There are 201 Samaritans branches operating in the UK and Republic of Ireland as well as the Channel Islands and the Isle of Man. Previously each branch was a separate charitable unincorporated association, operating within a federated structure. As part of changes to our ways of working across the organisation, between April 2016 and the end of 2017, all branches are either going through an incorporation process and then affiliating to Samaritans Central Charity or are joining Samaritans Central Charity and will no longer be a separate legal entity. As at the date of preparing this report, 35 branches have joined the Central Charity, 67 branches have affiliated, and 99 are still proceeding through the process. The finances of affiliated branches and those still proceeding through the process

are not consolidated into Samaritans' group accounts.

The branches are organised and work together in 13 geographic regions to offer emotional support services principally on the phone, face to face, via SMS or email, by letter, and also through outreach and partnership activity.

Our governance

We are governed by Samaritans' Articles of Association. The governing body is our Board of Trustees, which meets at least four times a year and currently has 13 members (maximum 15). Trustees are also the directors of the company. At March 2017, 10 Trustees were members of Samaritans branches (a minimum of two-thirds must be). In carrying out their responsibilities for governance and setting the strategic direction of the organisation, the Board is also supported by a number of committees. The governance structure is completed by the Central Council, Regional Councils and the Council of Samaritans as described below.

The Board is advised on key policy issues by the Central Council, who meet up to four times a year. Central Council is made up of the Chair, the Chair of Regional Directors, the Functional Leads Team Leader, the 13 Regional Directors and 11 Functional Leads.

This is supplemented by 13 Regional Councils who meet up to four times a year and ensure effective two-way communication on policy issues between branches and the Central Charity. Each Regional Council comprises the relevant Regional Director and all Branch Directors in that region.

Finally, the Council of Samaritans meets annually. It comprises the 201 Branch Directors, 13 Regional Directors, the 11 Functional Leads and the Chair, and these individuals are the legal members of Samaritans. The Board reports to the Council of Samaritans annually on its activities and provides an update and review of progress against the strategic plan. The Council of Samaritans is the forum for Samaritans' volunteer leadership to consider and discuss the work and direction of Samaritans and

foster a sense of unity and collaboration across the organisation. The Chair of the Council is also the Chair of the Board of Trustees.

The 13 Regional Directors provide a key link and communication channel for the Board of Trustees with the wider organisation and play a vital role in supporting our branches and implementing agreed policy.

The 11 Functional Leads are appointed to have oversight of a particular area of the services provided by Samaritans.

The Branch Director, Regional Director and Functional Leads are all volunteer roles.

The Chief Executive Officer (CEO), supported by an Executive Leadership and staff team, and working with the Regional Directors, is responsible for the delivery of the Central Charity's strategy, operational plans and budgets that have been approved by the Board.

Reflecting the differing legislative and funding environments of devolved governments, we have nation board committees in Ireland, Scotland and Wales. These are constituted as committees of the Board of Trustees, and in Ireland and Scotland act as boards of the separate legal entities (Samaritans Ireland and Samaritans in Scotland, respectively). These boards have a leadership role to support staff and volunteers to deliver our strategy as well as representing Samaritans in their nation.

Appointing our Trustees

Members of the Council of Samaritans elect the Chair of the Board of Trustees (who is also the Chair of the Council). The Nominations Committee appoints the other members of the Board of Trustees.

Trustees serve an initial term of three years with the option for re-appointment for a second three-year term. In exceptional circumstances a Trustee may also be asked to serve for an additional period of up to 12 months provided that no person may serve for more than seven years in total.

A person can serve as Chair for a maximum of two terms of three years. Where that person has already served as a Trustee before becoming Chair, he/she can be a Trustee for up to nine years in total.

Inducting our Trustees

After they are appointed, each Trustee undertakes a formal induction programme, including a guide to our vision, mission and values, our governing document and the way the organisation works in practice. All Trustees have a briefing on their formal legal responsibilities, and guidance on how to be effective in their role.

New Trustees are encouraged to attend regional and branch meetings and to visit our Central Charity Office to get a better understanding of the way we work. Finally, they also receive briefings on key policy issues.

Our committees

We have six committees that form part of the formal governance arrangements to support the Board of Trustees.

The **Service and Quality Committee** supports the Board in both ensuring Samaritans delivers high quality, effective and consistent services, and in developing those services. The Committee comprises up to three members appointed by and from the Board of Trustees (one of whom chairs the Committee), the Chair of Regional Directors (who is an ex-officio member), and three members elected by the Council of Samaritans. The Committee also includes the Functional Lead for Visits and Quality, a Samaritans Visitor (a formally trained volunteer, who carries out quality assessment work through visits to branches) and up to two external experts appointed to the Committee by the Board as required.

The **Policy and Research Committee** supports the Board through maintaining oversight of Samaritans' public policy positions and research activities. The Committee is made up of three members appointed by and from the Board of Trustees, one of whom chairs the Committee, and three

members elected by the Council of Samaritans. Up to two external experts are appointed to the Committee by the Board as required.

The **Audit and Risk Committee** supports the Board, to satisfy it that management is operating sound internal control systems and that there is an effective risk management framework and strategy for the organisation in place which is being operated effectively. The Board of Trustees appoints two members from its number, one of whom chairs the Committee, and three members are elected by the Council of Samaritans. In addition, the Honorary Treasurer is an ex-officio member of the Committee, and up to two external experts can be appointed to the Committee by the Board as required.

The **Finance Committee** reviews the financial performance and sustainability of the charity, and advises the Board accordingly. The Honorary Treasurer, who chairs the Committee, and the chair of the Audit and Risk Committee are ex-officio members of the Committee. The Board of Trustees appoints an additional Committee member from among its number, Council of Samaritans elects at least two members, and the Board can appoint up to two external experts as required.

The **Remuneration Committee** supports the Board through reviewing and making recommendations in relation to the remuneration and benefits of Samaritans staff. The remuneration for the CEO and Executive Directors is set through periodic benchmarking against comparable organisations within the charity sector. The Honorary Treasurer and the Chair of the Board of Trustees (who also chairs the Committee) are ex-officio members of the Committee. The Board of Trustees appoints up to two further Trustees to the Committee. Additionally, an external expert can be appointed to the Committee by the Board as required.

The **Nominations Committee** is accountable to both the Board and the Council of Samaritans. It ensures that key volunteer roles are performed by persons with

appropriate skills and experience, and that there are high standards in place for the effectiveness and development of the Board. It identifies, reviews, proposes and ratifies candidates for key governance and senior volunteer leadership roles, including making appointments to the Board of Trustees. The Committee comprises the Chair of Samaritans (who also chairs the Committee) and Chair of Regional Directors (who are ex-officio members), two further Trustees appointed by the Board and three Samaritans volunteers appointed by Council of Samaritans.

Finally, while not part of our formal governance arrangements, we are fortunate to benefit from the support of an Advisory Board, which provides a sounding board for the CEO, as well as acting in an ambassadorial capacity for Samaritans.

How we manage risk

Our Board of Trustees is ultimately responsible for risk management. A comprehensive annual planning and budgeting process is approved by the Board, during which a thorough assessment of our key external and internal risks is undertaken, together with how these risks are being managed. The Board also receives risk evaluations on any major new or unbudgeted projects.

In addition, the Audit and Risk Committee reviews risk on a regular basis through receiving relevant reports from senior management and assessing the adequacy of the risk control framework in place. The Committee regularly reviews the key risks, the adequacy of the actions being taken to address them, and the advent of any new risks. The Committee reports to the Board in this regard, and on the adequacy of the internal control systems and risk management processes that are in place.

An analysis of the principal risks and uncertainties is set out on page 31.

The reference and administrative details on page 56 form part of this report.

Fundraising Activity Statement

Samaritans undertakes a range of fundraising activities and receives donations from a broad spectrum of donors and supporters, including companies and trusts, individuals and public bodies.

Samaritans is a member of the Institute of Fundraising, the Direct Marketing Association and the Lotteries Council. It is also licensed by the Gambling Commission and adheres to the Licence Conditions and Code of Practice (LCCP). The charity is registered with the new Fundraising Regulator (and was a member of the Fundraising Standards Board until it closed).

Samaritans operates a donor promise that sets out its key fundraising principles. This can be found on the website at: samaritans.org/fundraising-promise

Third-party fundraising

Samaritans outsources some fundraising activity and has a rigorous procurement policy that governs the engagement of professional fundraisers or commercial partners. In addition to a tender process for any contracts over £5,000, the charity undertakes financial, data protection and IT due diligence and an assessment of any reputational risks is made. All relationships are governed by contracts which are reviewed, approved and signed before any activity takes place.

During 2016/17 third-party fundraising included recruitment of new regular giving supporters via door-to-door and face-to-face fundraising, as well as through payroll giving. Samaritans also used an external supplier to contact a small number of regular donors by telephone.

The charity received income from the following commercial arrangements:

- the sale of Christmas cards bearing the Samaritans logo
- Barclaycard customers redeeming loyalty programme reward points as a cash donation to Samaritans.

The organisations fundraising on behalf of Samaritans are members of, or licensed by, the following bodies, dependent on the service being performed:

- Institute of Fundraising
- Fundraising Regulator
- Association of Payroll Giving Organisations
- Gambling Commission.

Samaritans monitors fundraising that is undertaken on its behalf. During 2016/17 this included:

- weekly conference calls and daily monitoring of results against contractual targets
- in-person call monitoring
- monitoring recording of calls
- regular training.

Breaches and complaints

Samaritans monitors compliance with fundraising schemes and standards, and records any arising issues. During 2016/17, we removed one door-to-door fundraiser from our campaigns for breaching the Fundraising Code. Samaritans also made an LCCP report to the Gambling Commission when two affiliate branches failed to submit raffle entries in time for inclusion in the draw for the Christmas raffle.

In 2016/17 Samaritans received 52 complaints relating to public fundraising activities, out of more than 2.3 million contacts. These fundraising activities fell into two broad categories:

- **Direct mail:** complaints mostly related to the number of mailings received each year. Most complaints were resolved by updating our records in line with donors' wishes. If appropriate the contact details of the Mailing Preference Service were provided.
- **Door-to-door/Private sites (fundraising in supermarkets and shopping centres):** all complaints were reported back to the agency in charge of the campaign. In each the complainant was updated on the outcome of any investigation and the case was closed once the complainant was satisfied with the outcome.

Protecting people

Samaritans adheres to the *Code of Fundraising Practice* and its associated *Street Fundraising Rulebook* and *Door Fundraising Rulebook*, and as such has taken several steps to protect vulnerable people and is committed to the key principles set out in the Institute of Fundraising's *Treating Donors Fairly* guidance. These steps include:

- Monitoring of the frequency and timing of communications to individual supporters across the year.
- Providing third-party fundraisers with Samaritans contact cards to be issued to anyone who may need support.
- No recruitment of donors under the age of 18 by third-party fundraisers.
- Monitoring of welcome calls made by third-party fundraising agencies to donors who have signed up to give regularly to ensure donors are being treated fairly.
- Reviewing individuals' requests for additional raffle tickets before approving them.
- Shadowing of third-party fundraising agencies to ensure prospective supporters are not placed under undue influence and are treated fairly.
- Carrying out initial and refresher training sessions with third-party fundraisers on treatment of vulnerable persons.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees Annual Report including the Strategic Report and the financial statements in accordance with applicable law and UK accounting standards (FRS 102).

Company and charity law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and parent charity and of the incoming resources and application of resources, including its income and expenditure, of the group for the year.

In preparing those financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and accounting estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping adequate and proper accounting records that are sufficient to show

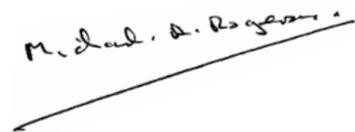
and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the group and parent charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and with the requirements of the Companies Act 2006.

They are also responsible for safeguarding the assets of the group and parent charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

The Trustees confirm that, so far as each Trustee is aware, there is no relevant audit information of which the charity's auditor is unaware, and each Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

Approved by the board of Trustees on 29 July 2017 and signed on its behalf by:



Michael Rogerson, Trustee

Independent Auditor's Report to the Members and Trustees of Samaritans

We have audited the financial statements of Samaritans for the year ended 31 March 2017 which comprise the Consolidated Statement of Financial Activities, the Group and Charity Balance Sheets, the Consolidated Cash Flow Statement and the related Notes numbered 1 to 19.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's Trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and Auditor

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable

law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Strategic Report and the Trustees' Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2017 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;

- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the Strategic Report and the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report and Strategic Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and parent company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 or the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



Naziar Hashemi

Senior Statutory Auditor

For and on behalf of

Crowe Clark Whitehill LLP, Statutory Auditor, London, UK
16 August 2017

Crowe Clark Whitehill LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

Crowe Clark Whitehill LLP is a limited liability partnership registered in England and Wales (with registered number OC307043).

Consolidated statement of financial activities

Incorporating an income and expenditure account

For the year to 31 March 2017

	Note	Unrestricted funds 2017 £'000	Restricted funds 2017 £'000	Total funds 2017 £'000	Unrestricted funds 2016 £'000	Restricted funds 2016 £'000	Total funds 2016 £'000
Income:							
Donations and legacies	2	9,290	209	9,499	11,054	327	11,381
<i>Charitable activities</i>							
Grants from public bodies and others	2	456	3,952	4,408	295	2,484	2,779
<i>Other trading activities</i>							
Partnership and other trading activities		1,978	55	2,033	1,846	135	1,981
Investment income		51	-	51	32	-	32
Total income before net assets received from Samaritans branch charities		11,775	4,216	15,991	13,227	2,946	16,173
Net assets received from Samaritans branch charities		3,119	32	3,151	-	-	-
Total income		14,894	4,248	19,142	13,227	2,946	16,173
Expenditure:							
Raising funds	6	3,176	-	3,176	4,116	-	4,116
Charitable activities	6	8,354	2,956	11,310	8,436	2,588	11,024
Total expenditure		11,530	2,956	14,486	12,552	2,588	15,140
Net gains on investments		110	-	110	(17)	-	(17)
Net income		3,474	1,292	4,766	658	358	1,016
Transfers between funds		(45)	45	-	-	-	-
Net movement in funds		3,429	1,337	4,766	658	358	1,016
Reconciliation of funds:							
Total funds brought forward		7,474	1,329	8,803	6,816	971	7,787
Total funds carried forward	15	10,903	2,666	13,569	7,474	1,329	8,803

The group has no recognised gains and losses other than those shown above and therefore no separate statement of total recognised gains and losses has been presented. All income and expenditure derive from continuing activities.

The Notes on pages 43 to 55 form part of these accounts.

Balance sheets

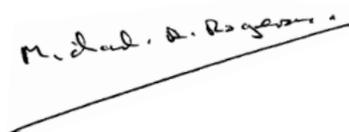
As at 31 March 2017

Company registration no. 757372

	Note	Group 2017 £'000	Group 2016 £'000	Charity 2017 £'000	Charity 2016 £'000
Fixed assets					
Tangible assets	8	3,831	1,735	3,829	1,731
Investments	9	3,829	3,683	3,810	3,660
Total fixed assets		7,660	5,418	7,639	5,391
Current assets					
Stock		28	11	28	11
Debtors	10	2,220	2,154	1,112	1,068
Cash at bank and in hand		6,489	4,282	5,323	3,045
Total current assets		8,737	6,447	6,463	4,124
Liabilities					
Creditors falling due within one year	11	1,548	1,729	1,202	1,299
Deferred income	12	1,280	1,333	75	49
Total liabilities		2,828	3,062	1,277	1,348
Net current assets		5,909	3,385	5,186	2,776
Net assets		13,569	8,803	12,825	8,167
Funds					
Restricted income funds	15	2,666	1,329	2,239	816
Unrestricted income funds					
General unrestricted funds		5,551	4,875	5,234	4,752
Designated funds		5,352	2,599	5,352	2,599
		10,903	7,474	10,586	7,351
Total funds		13,569	8,803	12,825	8,167

The surplus for the year in the financial statements of the parent charitable company was £4,658,000 (2016: £1,001,000).

Approved and authorised for issue by the Board of Trustees on 29 July 2017 and signed on its behalf by:



Michael Rogerson

Trustee

The Notes on pages 43 to 55 form part of these accounts.

Consolidated cash flow statement

For the year to 31 March 2017

Reconciliation of net income to net cash flow from operating activities	2017 £'000	2016 £'000
Net income for the reporting period (as per the statement of financial activities)	4,766	1,016
Adjustments for:		
Depreciation charges	238	209
Donated fixed asset additions	(2,260)	-
(Gains)/losses on investments	(110)	13
Dividends and interest from investments	(51)	(32)
Donated shares	(14)	(10)
Fixed asset adjustment	-	30
(Increase) / decrease in stock	(17)	20
(Increase) / decrease in debtors	(66)	190
(Decrease) in creditors	(234)	(99)
Net cash inflow from operating activities	2,252	1,337
Statement of cash flows	2017 £'000	2016 £'000
Cash flows from operating activities:		
Net cash provided by (used in) operating activities	2,252	1,337
Cash flows from investing activities:		
Dividends, interests and rents from investments	29	19
Purchase of property, plant and equipment	(74)	(3)
Proceeds from the sale of investments	-	31
Purchase of investments	-	(1,000)
Net cash provided by (used in) investing activities	(45)	(953)
Cash flows from financing activities:		
Net cash provided by (used in) financing activities	-	-
Change in cash and cash equivalents in the reporting period	2,207	384
Cash and cash equivalents at the beginning of the reporting period	4,282	3,898
Change in cash and cash equivalents due to exchange rate movements	-	-
Cash and cash equivalents at the end of the reporting period	6,489	4,282
Analysis of cash and cash equivalents	2017 £'000	2016 £'000
Cash at bank and in hand	6,489	4,282
Total cash and cash equivalents	6,489	4,282

The Notes on pages 43 to 55 form part of these accounts.

Notes to the accounts

1. Accounting policies

a. Basis of preparation

The accounts have been prepared on a going concern basis under the historical cost convention with the exception of investments, which are included at market value. The Trustees consider that there are no material uncertainties that call into doubt the ability of Samaritans to continue as a going concern.

The financial statements are prepared in accordance with the Charities SORP (FRS 102), the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and applicable accounting standards.

Samaritans meets the definition of a public benefit entity under FRS 102.

b. Basis of consolidation

The accounts of the group companies are included in the financial statements and the Notes shown on pages 43 to 55. Further details of the subsidiaries' activities are shown in Note 16. The consolidation of the group entities' activities has been carried out on a line-by-line basis. All items of income and expenditure have been shown gross, after the removal of intra-group transactions.

Samaritans has taken exemption from presenting its unconsolidated income and expenditure account under Section 408 of Companies Act 2006. The charity has also taken advantage of the exemptions in FRS 102 from the requirements to present a charity only cash flow statement and certain disclosures about the charity's financial instruments.

c. Critical accounting judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, which are described in this Note, Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects the current and future periods.

A key source of estimation uncertainty that has a significant effect on the amounts recognised in the financial statements is in respect of residual legacies and this is described in the accounting policy below (see Note 1h, Legacies).

Another source of estimation uncertainty is the measurement at fair value of the properties which transferred to the Central

Charity from branches joining the Central Charity during the year. Fair value has been established with reference to the local market rate and condition of the properties.

d. Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the objectives of the charity and have not been designated for other purposes. Designated funds comprise unrestricted funds which have been set aside by the Trustees for particular purposes. Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for specific purposes. Costs relating to such funds are charged against the specific fund. The aim and use of each fund is set out in Note 15.

e. Impairment of freehold property assets

Freehold property assets are subject to an impairment review in accordance with FRS 102 Section 27 "Impairment of Assets". They are stated in the balance sheet at cost less provision for any impairment in value. Any impairment is recognised in the Statement of Financial Activities ('SOFA') in the year in which it occurs.

f. Assets under construction

Assets under construction are shown at cost and are not depreciated until brought into operational use.

g. Stock

Stock is valued at the lower of cost or net realisable value.

h. Income

Income is included in the SOFA when the charity is legally entitled to the income, there is sufficient probability of receipt and the amount can be quantified with reasonable accuracy.

The following specific policies apply to categories of income:

i. Legacies

Recognition is the earlier of the charity receiving final estate accounts or the legacy actually being received. No value is included where the legacy is subject to a life interest held by another party.

ii. Donated goods/services

These are included in both income and expenditure at the value to the charity where this can be reasonably quantified.

iii. Grants and contracts

Where contracts are related to specific deliverables (as in the case of the contract with Network Rail) income is recognised to the extent that those deliverables have been achieved. Where income through contract is received in advance, its recognition is deferred and included in creditors. Where entitlement to contract or grant income occurs before income is received, the income is accrued. Capital grants are accounted for as income as soon as they are receivable.

iv. Branch affiliation fees

These are recognised as receivable income upon the receipt of signed accounts from Samaritans' branches.

At the start of the year a new method for calculating branch affiliation fees was introduced. The first payments under the 'New Branch Contribution' are due to be received in the first six months of 2017/18.

i. Expenditure

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of resources. Support costs have been allocated on the basis of spend to each of the four main programme areas (Service, Access, Influence and Evidence) and to fundraising activities; the allocation of support costs to partnership activity is based on the contracted allowance for these costs in the Network Rail funding contract. The following specific policies apply to categories of expenditure:

i. Grants

Grants are charged to the statement of financial activities when there is a liability to pay.

ii. Fundraising costs

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

iii. Support costs

Support costs comprise staff delivering the corporate service and infrastructure functions. These are allocated across the categories of charitable expenditure and the costs of generating funds. The basis of allocation of support costs is explained above.

iv. Depreciation

Depreciation is calculated on a straight-line basis to write off the cost of tangible fixed assets (except assets under construction) over their estimated useful lives at the following rates:

- Freehold property 50 years
- Computer equipment 3 years
- Telephony platform 7 years
- Office equipment 4 years
- Motor vehicles 5 years

j. Samaritans regions

Centrally funded costs of supporting Samaritans regions have been incorporated within these financial statements. For operational delivery, the UK and Republic of Ireland are grouped into 13 geographic regions. Each of these is supported by a group of senior volunteers and receives financial support from the charity.

k. Operating leases

Expenditure on operating leases is accounted for on a straight-line basis over the length of the lease.

l. Foreign currency

Transactions in foreign currency are converted to Sterling at the rate prevailing on the date of the transaction. Currency balances at the end of the year are converted at the closing exchange rate. Foreign exchange gains and losses are included in the SOFA for the period in which they are incurred. The results of Samaritans Ireland have been translated at the average rate.

m. Pensions

The company operates a defined contribution group personal pension plan and an auto-enrolment pension scheme. Pension costs for eligible employees are charged to expenditure as they are incurred.

n. Branches

The term 'branches' used throughout these accounts refers to the branches of Samaritans, whose objectives are consistent with those of Samaritans. Note 18 provides information on branches which have joined the Central Charity during the year.

o. Taxation

Samaritans is a registered charity and is therefore potentially exempt from taxation of its income and gains to the extent that they fall within Part ii of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Acts 1992. No tax charge has arisen in the year. The Samaritan Enterprises Limited does not normally incur a tax charge given its policy of gifting all taxable profits to Samaritans.

p. Financial instruments

Samaritans 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 the present value of future cash flows (amortised cost). Financial assets held at amortised cost comprise cash at bank and in hand, short term cash deposits and the group's debtors excluding prepayments. Financial liabilities held at amortised cost comprise the group's short and long term creditors excluding deferred income and taxation payable. No discounting has been applied to these financial instruments on the basis that the periods over which amounts will be settled are such that any discounting would be immaterial.

Investments, including bonds and cash held as part of the investment portfolio, are held at fair value at the Balance Sheet date, with gains and losses being recognised within income and expenditure. Investments in subsidiary undertakings are held at cost less impairment.

2. Voluntary income

2a. Donations and legacies

	All funds 2017 £'000	All funds 2016 £'000
Donations – Individual giving	5,630	5,436
Donations – Branches	47	400
Donations – Corporate	676	950
Donated services	453	624
Legacies	1,978	3,308
BAF/BREF*	715	663
Total donations	9,499	11,381

* BAF = Branch Affiliation Fee. BREF = Branch Reserve Equalisation Fund.

2b. Donated services

A valuation has been undertaken of advertising and legal services donated to the charity during the year. This valuation has been included within income as above and within expenditure.

2c. Legacies

As stated in the accounting policies Note above (Note 1), legacy income is recognised at the earlier of the charity receiving final estate accounts or the legacy actually being received. At 31 March 2017, the charity had been notified of a further 55 legacies (2016: 32) that have not been included in these accounts as they did not meet these criteria. These legacies have an estimated value of £1,527,000 (2016: £1,656,000).

2d. Grants

	All funds 2017 £'000	All funds 2016 £'000
Public body grants		
Ministry of Defence: LIBOR Funding	1,500	-
HSE Freecall Ireland	534	510
Ministry of Justice: NOMS	500	500
The Big Lottery Fund	442	626
Department of Health (IESD Fund) – Facing the Future	201	151
Department of Health (IESD Fund) – Think Samaritans	155	-
Welsh Government/Llywodraeth Cymru	109	109
Department of Health	60	60
Scottish Prison Service	24	21
Department of Health (Northern Ireland)	12	17
Northern Ireland Prison Service	8	8
Irish Prison Service	4	3
The Scottish Government (S16b)	3	35
Public Health England	-	35
Other	23	21
Total grants – Public body	3,575	2,096
Other grants	833	683
Total grants	4,408	2,779

3. Investment income

	All funds 2017 £'000	All funds 2016 £'000
Cash or cash equivalents	38	27
Listed investments	13	5
Total investment income	51	32

4. Charitable expenditure

Department of Health funded projects

Facing the Future

Expenditure during the year towards the *Facing the Future* project totalled £193,000 (2016: £172,000). This project is funded by the Department of Health Innovation, Excellence & Social Development (IESD) Fund.

Think Samaritans

Expenditure during the year towards the *Think Samaritans* project totalled £134,000 (2016: nil). This project is funded by the Department of Health Innovation, Excellence & Social Development (IESD) Fund.

National Suicide Prevention Alliance (NSPA)

NSPA is an alliance of organisations which aim to reduce the number of suicides in England and improve support for those affected by suicide. The Department of Health is a member of NSPA and during the year contributed £60,000 towards delivering the alliance's work-plan of national priorities.

5. Net income for the year

This is stated after charging:	All funds 2017 £'000	All funds 2016 £'000
External Auditors – CCW audit fees	32	25
External Auditors – Tax advisory and other financial services	31	44
Total auditors' fees	63	69
Depreciation	238	208

The Directors of the charitable company are the Trustees under charity law, and receive no remuneration. It is the policy of the charity to reimburse all volunteer expenses in full. During the year 13 (2016: 16) Samaritans' Trustees received reimbursement for attending meetings, telephony and other incidentals amounting to £29,000 (2016: £33,000).

The company has taken out insurance to protect the Trustees at a cost of £1,000 (2016: £1,000).

6. Breakdown of costs by activity

Expenditure on:	Direct costs 2016/17 £'000	Support costs 2016/17 £'000	All funds 2016/17 £'000	All funds 2015/16 £'000
Raising funds				
General fundraising	2,512	664	3,176	4,116
Charitable activities				
Service	2,240	592	2,832	2,251
Access	3,857	1,018	4,875	5,068
Influence	2,642	698	3,340	3,297
Evidence	208	55	263	408
Total expenditure	11,459	3,027	14,486	15,140

Expenditure on:	Unrestricted funds 2016/17 £'000	Restricted funds 2016/17 £'000	Total funds 2016/17 £'000	Total funds 2015/16 £'000
Raising funds	3,176	-	3,176	4,116
Charitable activities	8,354	2,956	11,310	11,024
Total expenditure	11,530	2,956	14,486	15,140

Analysis of support costs:

Support costs	Raising funds £'000	Service £'000	Access £'000	Influence £'000	Evidence £'000	Grand total £'000
Governance	106	94	162	111	9	482
Finance	110	98	169	116	9	502
Information technology	197	176	301	206	16	896
Human resources	56	50	87	59	5	257
Transformation*	127	113	195	133	10	578
Facilities	69	61	104	72	6	312
Total	665	592	1,018	697	55	3,027

* Transformation refers to the costs incurred in changes to our ways of working across the organisation.

Support costs have been apportioned to the charitable activities on the basis of underlying direct costs.

7. Staff costs

	All funds 2017 £'000	All funds 2016 £'000
Wages and salaries	5,825	5,518
Social security costs	620	596
Other pension costs	231	213
Agency staff	85	89
Total staff cost	6,761	6,416

	2017	2016
Staff numbers		
£130,001-£140,000	1	-
£100,001-£110,000	1	-
£90,001-£100,000	3	3
£80,001-£90,000	-	2
£70,001-£80,000	1	1
£60,001-£70,000	3	4
Total	9	10

The highest paid employee was the Chief Executive Officer who was paid a total of £133,000 during the year (2016: £89,000). The Chief Executive Officer was appointed on 1 August 2015.

Pay and on-costs incurred during the year in relation to key management personnel totalled £763,000 (2016: £877,000).

Redundancy payments totalling £8,000 (2016: nil) were paid during the year.

Ex-gratia payments totalling £10,000 (2016: £29,000) were paid during the year, relating to employees leaving the charity.

Pension costs

The pension contributions for the 9 employees (2016: 10) earning more than £60,000 in the year amounted to £52,000 (2015: £42,000).

Employee numbers

The average full time equivalent number of employees during the year was 157 (2016: 144). The average number of employees in post during the year was 164 (2016: 149).

8. Tangible fixed assets

Group	Freehold property £'000	Computer equipment £'000	Connect telephony platform £'000	Office equipment £'000	Motor vehicles £'000	All funds £'000
Cost						
At 1 April 2016	2,373	391	948	327	8	4,047
Additions	2,230	79	-	22	3	2,334
Disposals	-	-	-	-	-	-
At 31 March 2017	4,603	470	948	349	11	6,381
Depreciation						
At 1 April 2016*	1,451	375	180	298	8	2,312
Charge for the year	59	25	133	21	-	238
Disposals	-	-	-	-	-	-
Impairment charges	-	-	-	-	-	-
At 31 March 2017	1,510	400	313	319	8	2,550
Net book values						
At 31 March 2017	3,093	70	635	30	3	3,831
At 31 March 2016	922	16	768	29	-	1,735
Charity						
Charity	Freehold property £'000	Computer equipment £'000	Connect telephony platform £'000	Office equipment £'000	Motor vehicles £'000	All funds £'000
Cost						
At 1 April 2016	2,373	391	948	197	-	3,909
Additions	2,230	79	-	22	3	2,334
Disposals	-	-	-	-	-	-
At 31 March 2017	4,603	470	948	219	3	6,243
Depreciation						
At 1 April 2016*	1,451	375	180	172	-	2,178
Charge for the year	59	25	133	19	-	236
Disposals	-	-	-	-	-	-
Impairment charges	-	-	-	-	-	-
At 31 March 2017	1,510	400	313	191	-	2,414
Net book values						
At 31 March 2017	3,093	70	635	28	3	3,829
At 31 March 2016	922	16	768	25	-	1,731

* Depreciation at 1 April 2016 for freehold property includes an impairment of £725,000 in the carrying value of the Ewell Central Office arising from an impairment review in 2012/13.

9. Fixed asset investments

	Group 2017 £'000	Group 2016 £'000	Charity 2017 £'000	Charity 2016 £'000
Market value at 1 April	3,683	2,704	3,660	2,643
Acquisitions at cost	704	2,694	704	2,689
Disposals at carrying value	(668)	(1,698)	(668)	(1,668)
Net investment gains/(losses)	110	(17)	114	(4)
Market value 31 March 2016	3,829	3,683	3,810	3,660

Analysis of investment portfolio at year end	2017 £'000	%	2016 £'000	%
Cash and cash equivalents				
CCLA COIF Charities deposit fund	2,652	69.2%	2,648	71.9%
Charifund	7	0.2%	-	-
Portfolio managed by Hambros Investment	512	13.4%	186	5.1%
Scotland Endowed Fund	3	0.1%	3	0.1%
Total	3,174	82.9%	2,837	77.1%

Listed investments				
Portfolio managed by Hambros Investment	636	16.6%	826	22.4%
Other quoted equities	19	0.5%	20	0.5%
Total	655	17.1%	846	22.9%

Total investments	3,829	100.0%	3,683	100.0%
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Investments held by the charity include a £100 investment (2016: £100) in the subsidiary company at cost, as referred to in Note 16.

10. Debtors

	Group 2017 £'000	Group 2016 £'000	Charity 2017 £'000	Charity 2016 £'000
Trade debtors	1,581	1,471	383	62
Regions and branches	36	22	36	22
Gift Aid	327	179	327	179
Legacies	73	340	73	340
Accrued income	27	9	15	9
Other debtors	34	12	11	12
Inter company	-	-	127	323
Prepayments	142	121	140	121
Total debtors	2,220	2,154	1,112	1,068

11. Creditors

	Group 2017 £'000	Group 2016 £'000	Charity 2017 £'000	Charity 2016 £'000
VAT, payroll taxes, social security and pensions	318	407	116	221
Trade creditors	393	210	319	189
Accrued expenditure	836	1,107	766	874
Inter company	-	-	1	10
Other creditors	1	5	-	5
Total creditors	1,548	1,729	1,202	1,299

12. Deferred income

	Group 2017 £'000	Group 2016 £'000	Charity 2017 £'000	Charity 2016 £'000
As at 1 April 2016	1,332	1,530	49	80
Income recognised in the year	(1,742)	(1,513)	(284)	(80)
Income deferred in the year	1,690	1,316	310	49
Total deferred income	1,280	1,333	75	49

Total deferred income includes £1,206,000 (2016: £1,251,000) Network Rail deferred income within The Samaritan Enterprises Limited.

13. Financial and other commitments

13a. Operating leases

At 31 March the group and charity had total commitments under non-cancellable operating leases as set out below:

Operating leases which expire	Group land and buildings		Group land and buildings		Charity land and buildings		Charity land and buildings	
	2017 £'000	2017 £'000	2016 £'000	2016 £'000	2017 £'000	2017 £'000	2016 £'000	2016 £'000
Within one year	53	10	25	8	24	10	6	8
Within two to five years	30	23	15	31	30	23	-	31
Over five years	12	-	-	-	12	-	-	-
Total	95	33	40	39	66	33	6	39

13b. Other commitments

The charity has a remaining contractual commitment as at 31 March 2017 for the procurement and running of the Connect contact management system amounting to £2,777,000 (2016: £3,681,000) of which £901,000 is due within one year and £1,876,000 over one year. The commitment relates to fixed network rentals and operational support charges over a period of five years. A proportion included within this commitment relates to fixed network rental costs which will be borne directly by the branches and this amounts to £210,000 falling due within one year and £379,000 over one year.

14. Financial instruments

At the balance sheet date the charity held financial assets at amortised cost of £8,568,000 (2016: £6,315,000), financial assets at fair value through income or expenditure of £3,829,000 (2016: £3,683,000) and financial liabilities at amortised cost of £1,255,000 (2016: £1,342,000).

15. Reconciliation of reserves

Current year:	As at 31 March 2016 £'000	Income £'000	Expenditure £'000	Transfer between funds £'000	As at 31 March 2017 £'000
Unrestricted					
General fund	4,875	11,978	(11,257)	(45)	5,551
Designated fund – Tangible fixed assets	1,735	2,334	(238)	-	3,831
Designated fund – Property maintenance fund	-	692	(35)	-	657
Designated fund – Digital	864	-	-	-	864
Total unrestricted	7,474	15,004	(11,530)	(45)	10,903
Restricted					
Public body funds	704	3,594	(2,523)	-	1,775
Other restricted funds	168	552	(401)	45	364
BREF	378	102	(32)	-	448
BEF	79	-	-	-	79
Total restricted	1,329	4,248	(2,956)	45	2,666
Total funds	8,803	19,252	(14,486)	-	13,569
	General funds £'000	Designated funds £'000	Restricted funds £'000	Total 2017 £'000	Total 2016 £'000
Represented by:					
Tangible fixed assets	-	3,831	-	3,831	1,735
Investments	3,829	-	-	3,829	3,683
Net current assets	1,722	1,521	2,666	5,909	3,385
Total	5,551	5,352	2,666	13,569	8,803

Transfers between funds relate to Samaritans' contribution to the National Suicide Prevention Alliance (NSPA).

Prior year:	As at 31 March 2015 £'000	Income £'000	Expenditure £'000	Transfer between funds £'000	As at 31 March 2016 £'000
Unrestricted					
General fund	4,305	12,812	(12,242)	-	4,875
Designated fund – Tangible fixed assets	1,971	3	(239)	-	1,735
Designated fund – Claire Squires	540	12	(88)	(464)	-
Designated fund – Digital	-	400	-	464	864
Total unrestricted	6,816	13,227	(12,569)	-	7,474
Restricted					
Public body funds	407	2,429	(2,132)	-	704
Other restricted funds	158	444	(434)	-	168
BREF	327	73	(22)	-	378
BEF	79	-	-	-	79
Total restricted	971	2,946	(2,588)	-	1,329
Total funds	7,787	16,173	(15,157)	-	8,803
	General funds £'000	Designated funds £'000	Restricted funds £'000	Total 2016 £'000	Total 2015 £'000
Represented by:					
Tangible fixed assets	-	1,735	-	1,735	1,971
Investments	3,683	-	-	3,683	2,704
Net current assets	1,192	864	1,329	3,385	3,112
Total	4,875	2,599	1,329	8,803	7,787

Transfers between funds relate to changes in the designation of unrestricted funds.

15a. Unrestricted funds

General fund	These funds are held available for the ordinary purposes of the charity.
Designated fund – Tangible fixed assets	This designated fund comprises unrestricted expenditure in the purchase of the group's tangible fixed assets to invest in the charity's future capacity and growth. These are therefore not readily available for other purposes. During the year, tangible fixed assets (primarily property assets) from branches joining the Central Charity were added to this fund. Fixed asset expenditure financed from restricted funds is shown within the restricted fund balances.
Designated fund – Property maintenance fund	This designated fund has been established utilising the cash assets transferred from branches joining the Central Charity during the year. The fund will be used to ensure the ongoing maintenance, safety and suitability of branch properties for delivering Samaritans' services into the future.
Designated fund – Digital	This designated fund will be used to make our service more accessible to a larger number of people through using digital technology to create new communication channels for the service. It was established by a transfer of funds from the Claire Squires Fund and through a generous donation of £400,000 from the Isle of Man branch to invest in the development of the service.

15b. Restricted funds

Public body funds	These funds represent a number of donations which carry specific restrictions by the donor. They are received from public bodies or non-departmental public bodies. Funders include the Big Lottery Fund, HSE Ireland, the Ministry of Justice (NOMS), the Ministry of Defence, the Department of Health and the Welsh and Scottish Governments. Funding from the Ministry of Defence relates to grant income of £1,500,000, funded by the Chancellor using LIBOR funds.
Other restricted funds	These funds represent a number of donations received which carry specific restrictions imposed by the donor. They are mainly received from corporate or trust donors. Funders include The Monument Trust, The Peter Harrison Foundation, The Waterloo Foundation, The Dulverton Trust, Pears Foundation and Reading branch of Samaritans.
Branch Reserve Equalisation Fund (BREF)	This comprises contributions from independent Samaritans branches with surplus funds to enable grants to be made to other less financially independent branches.
Branch Emergency Fund (BEF)	This fund (formerly called Branch Support Fund) is set aside to meet emergency financial needs of the branches.

16. Samaritans group companies

a. Samaritans

The charity is a private limited company (registered number 757372), which is incorporated and domiciled in the UK and is a public benefit entity. The address of the registered office is The Upper Mill, Kingston Road, Ewell, Surrey KT17 2AF.

Samaritans uses the exemption in Section 408 of the Companies Act 2006 in not preparing a separate Income and Expenditure account for Samaritans Limited as a separate entity.

The individual Statement of Financial Activities (SOFA) for the parent charity has not been included in this report but can be determined by deducting the other group companies' results as detailed in Notes 16(b) to 16(d), and the intercompany transactions from the consolidated statement above. The individual SOFA for the parent charity is available on request from the Central Charity.

The charity's income amounted to £17,679,000 (2016: £14,256,000), expenditure amounted to £13,254,000 (2016: £13,238,000) and an individual charity surplus of £4,425,000 (2016: surplus of £1,018,000), before transfers and other recognised gains/losses.

Samaritans recharged expenditure of £817,000 to its subsidiaries during the year (2016: £759,000) and made payments to its subsidiaries of £127,000 (2016: £61,000). The Samaritans Enterprises Limited donates any surpluses to Samaritans under Gift Aid; for 2017 this amounted to £120,000 (2016: £53,000). At the year-end, £201,000 was due from Samaritans subsidiaries (2016: £219,000).

b. The Samaritan Enterprises Limited

Company number: 01451175

The Samaritan Enterprises Limited is incorporated in the United Kingdom and has an issued share capital of £100, 100% of which is owned by Samaritans. The principal activity of the company is the delivery of a contract with Network Rail – *Tackling Suicide on the Railway*; income also includes that derived from certain sponsorship and training activities. Any net profit made by the company is transferred to the charity.

The Samaritan Enterprises Limited's income amounted to £1,351,000 (2016: £1,505,000), expenditure amounted to £1,231,000 (2016: £1,452,000) and a surplus of £120,000 was generated (2016: surplus of £53,000), before transfers and other recognised gains/losses.

A Memorandum of Understanding has been agreed with Samaritans Central Charity to deliver certain of the requirements of the Network Rail contract. In accordance with this agreement, services of the Central Charity have been procured. As such, this year's accounts include inter-company charges of £817,000 (2016: £759,000).

c. Samaritans Ireland

Company number: 450409

Charity number: CHY11880

Samaritans Ireland was established in the Republic of Ireland in December 2007 and became operational in April 2008. Samaritans Ireland is incorporated in the Republic as a company limited by guarantee.

The results of the company have been translated at the prevailing currency exchange rate at the average rate.

Samaritans Ireland's income amounted to £793,000 (2016: £697,000), expenditure amounted to £678,000 (2016: £693,000) and a surplus of £115,000 was generated (2016: surplus of £4,000), before transfers and other recognised gains/losses.

Net assets at 31 March 2017 were £669,000 (2016: £575,000).

d. Samaritans in Scotland

Scottish charity number: SC009843

Samaritans in Scotland was incorporated as a Scottish Charitable Incorporated Organisation on 11 March 2014.

Samaritans in Scotland's income amounted to £71,000 (2016: £59,000), expenditure amounted to £76,000 (2016: £47,000) resulting in a deficit of £5,000 (2016: surplus of £12,000), before transfers and other recognised gains/losses.

Net assets at 31 March 2017 were £76,000 (2016: £79,000).

17. Custodian trusteeship

The charity acts for many of the branches as Custodian Trustee. Where this arrangement exists, the property of the branch is vested in the charity on trust for the branch. The control, management and responsibility for such property remain with the branch Trustees. The charity is the Custodian Trustee for approximately 110 branches.

As the objectives of the charity and the branches are congruent, there are no issues with the charity acting in this way. Both the Branch Model Constitution and the charity's Articles are drafted in terms that permit this arrangement.

18. Affiliated and Central Charity branches

As part of changes to our ways of working across the organisation, over the period from April 2016 to October 2017 all branches are either going through an incorporation process and then affiliating to Samaritans Central Charity (SCC) or joining Samaritans Central Charity at which point they are no longer separate legal entities.

During the year 51 branches completed this process with 30 branches affiliating and 21 branches joining Samaritans Central Charity. Net assets transferred from these 21 SCC branches to the Central Charity have been measured at fair value and are shown within income on the Statement of Financial Activities. Ongoing financial activity relating to these branches has been incorporated into the results of the Central Charity.

For SCC branches, the unincorporated entities have been retained and have been linked to the Central Charity on the Charity Commission register. Registered addresses for these entities are listed under Samaritans' entry on the register. Each entity holds net assets of £100, which are included within these group accounts as unrestricted funds. The unincorporated entities have the same charitable objectives as the Central Charity.

A listing of Samaritans branches is included on page 57, and SCC branches are indicated on this list.

19. Post balance sheet events

In the first four months of the 2017/18 financial year, 45 branches are expected to incorporate and affiliate to Samaritans Central Charity and 19 branches are expected to join Samaritans Central Charity. These 19 SCC branches have estimated net assets of £3.3 million, which will transfer to SCC as the branches join the Central Charity.

Reference and administrative details

Patron: HRH The Prince of Wales

Founder: The Late Prebendary Dr Chad Varah CH CBE MA

Chair: Jenni McCartney

Company name

Samaritans

Registered address and principal office

The Upper Mill, Kingston Road, Ewell, Surrey KT17 2AF

Registered charity: 219432

Company number: 757372

Scottish charity number: SC040604

Website: samaritans.org

Board of Trustees

Jenni McCartney (Chair)

Brendan Connolly (resigned 15 August 2016)

Dr Jackie Craissati MBE

Jayne Finch

Prof David Gunnell

Terry Holland

Rosemary Howell

Gill Leo

Prof Keith Lloyd (resigned 25 March 2017)

Dr Michele McClung

Cynthia Pearce

Mandy Perrin

Michael Rogerson

Simon Salem (appointed 28 January 2017)

Josh Smith (resigned 4 August 2016)

Keith Walker

Regional Directors

Jayne Finch (Chair)

East

Christine Beadle (retired 31 December 2016)

John Humpston (appointed 1 January 2017)

East Midlands

Peter Needham (retired 30 September 2016)

Anne Rose (appointed 1 October 2016)

Ireland

Robert McBride (resigned April 2016)

Giovanni Doran (interim from April – December 2016)

Cindy O'Shea (appointed 1 January 2017)

London

Monica Turner (retired 30 September 2016)

Patricia Barnes (appointed 1 October 2016)

North

Beryl Winter (retired 31 December 2016)

Margaret Horrocks (appointed 1 January 2017)

North West

Lissa Davenport

Scotland

Sheila Ottiwell

South

Janet Isaac (retired 13 April 2016)

Pam Nicholl (appointed 14 April 2016)

South East

Ross Gill

South West

James Waghorn (retired 24 September 2016)

Janet Opie (appointed 25 September 2016)

Wales and the Marches

Beverley Bleasdale (retired 28 February 2017)

Joanna Emerson (appointed 1 March 2017)

West Midlands

Mandy Poulson

Yorkshire and Humberside

Jane Hewitt

Samaritans Senior Staff

Chief Executive Officer – Ruth Sutherland

Deputy CEO, Executive Director of Operations
& Service Support – Fiona Malcolm

Company Secretary – David Kirby (resigned 26 August 2016)

Company Secretary & Legal Counsel – Ben Anstey
(appointed 30 August 2016)

Executive Director of Fundraising – Lucy Chapman

Executive Director of Change and Development – Gareth Germer

Executive Director of Communications, Policy
& Campaigns – Paul McDonald

Executive Director of Finance – Ward Sparrow

Interim Executive Director of Organisational Development –
Oona Hudson (appointed 16 September 2016)

Interim Executive Director of Fundraising – Svetlana Kirov
(maternity cover until 2 November 2016)

Executive Director for Ireland – Catherine Brogan
(resigned 29 July 2016)

Executive Director for Ireland – Deirdre Toner
(appointed 5 August 2016)

Executive Director for Scotland – James Jopling

Executive Director for Wales – Sarah Stone

Bankers: Lloyds Bank Plc, 25 Gresham Street, London EC2V 7HN
HSBC Bank Plc, One London Square, Cross Lanes, Guildford,
Surrey GU1 1UN

Investment advisers: James Hambro & Partners LLP, 45 Pall Mall,
London SW1Y 5JG

External auditors: Crowe Clark Whitehill LLP, 10 Salisbury Square,
London EC4Y 8EH

Solicitors: Bates Wells & Braithwaite London LLP, 10 Queen
Street Place, London EC4R 1BE

Samaritans branches

There are 201 Samaritans branches across the UK and the Republic of Ireland, providing round-the-clock support whenever and however people need it.

- Aberdeen
- Aberystwyth & Mid Wales
- Ashford & Tenterden
- Athlone & Midland
- Ayrshire
- Ballymena
- Banbury & District*
- Bangor & North Down
- Barrow, Furness & South Lakes*
- Barnsley
- Basildon & Thurrock*
- Basingstoke*
- Bath & District
- Bedford
- Belfast
- Bexley & Dartford
- Birmingham
- Blackburn with Darwen, Hyndburn & Ribble Valley
- Blackpool, Fylde & Wyre
- Bognor Regis, Chichester & District*
- Bolton
- Borders*
- Boston, Lincolnshire
- Bournemouth & District
- Bracknell, Wokingham, Ascot & Districts
- Bradford
- Brent
- Bridgend
- Bridlington & District*
- Brierley Hill
- Brighton, Hove & District
- Bristol
- Bromley & Orpington
- Bury
- Bury St Edmunds & West Suffolk
- Buxton & High Peak*
- Caithness
- Cambridge
- Canterbury & District
- Cardiff & District
- Carlisle
- Central London
- Chelmsford & Mid-Essex
- Cheltenham & District
- Chester & District
- Chesterfield
- Chilterns
- Colchester, Tendring & Suffolk Borders
- Coleraine & District
- Cork
- Cornwall at Truro
- Correspondence
- Coventry & District
- Craigavon
- Croydon & Sutton*
- Darlington & District*
- Derby & District
- Derry
- Doncaster*
- Dorset at Weymouth
- Drogheda
- Dublin
- Dumfries
- Dundee
- Dunfermline
- Durham (Central)
- Ealing
- Eastbourne & District
- East Surrey
- Edinburgh and the Lothians
- Elgin
- Ennis & Clare
- Exeter, Mid & East Devon
- Falkirk & Central Scotland
- Farnborough & District*
- Festival*
- Folkestone Dover & Hythe
- Galway
- Glasgow
- Gloucester & District
- Grantham
- Great Yarmouth
- Grimsby, Cleethorpes & District
- Guernsey
- Guildford
- Halifax & Calderdale
- Harrogate & District
- Harrow
- Hastings & Rother
- Havering
- Herefordshire
- Herts & Essex (Ware)
- Hillingdon
- Horsham & Crawley
- Huddersfield
- Inner South West London
- Inverclyde
- Inverness
- Ipswich and East Suffolk
- Isle of Man
- Isle of Wight
- Jersey
- Kerry
- Kettering & District
- Kilkenny and Carlow
- King's Lynn
- Kingston upon Hull
- Kingston upon Thames
- Kirkcaldy & District*
- Lanarkshire in Hamilton
- Lancaster & District
- Leatherhead & Mid-Surrey
- Leeds*
- Leek & District
- Leicester, Leicestershire & Rutland
- Lewisham, Greenwich & Southwark
- Limerick & Tipperary
- Lincoln
- Liverpool & Merseyside
- Lowestoft & Waveney District
- Luton, South Beds & Harpenden
- Macclesfield & District
- Maidstone & Weald
- Manchester & Salford
- Mansfield & District
- Medway, Gravesham & Swale
- Mid Cheshire
- Milton Keynes
- Newbridge & Kildare
- Newbury
- Newport & Gwent
- Newry
- North Devon & North Cornwall
- North East Wales
- North Herts & Stevenage
- North London (Enfield, Haringey & Barnet)
- North West Surrey*
- North West Wales
- Northallerton & The Dales
- Northampton
- Northumbria*
- Norwich
- Nottingham
- Omagh
- Orkney
- Oxford
- Pembrokeshire
- Pendle, Burnley, Craven & Rossendale
- Perth
- Peterborough & District
- Plymouth, East Cornwall & South West Devon
- Portsmouth & East Hampshire
- Powys in Llandrindod Wells
- Preston & District
- Reading
- Redbridge
- Rochdale, Oldham & District*
- Rotherham
- Salisbury & District
- Scarborough
- Scunthorpe*
- Sheffield
- Shetland
- Shrewsbury
- Sligo
- Slough, Windsor & Maidenhead
- Solihull
- South Cheshire
- South Devon
- South West Herts
- Southampton & District
- Southend on Sea
- Southport & District*
- Stafford
- Stockport
- Stoke & Newcastle
- Stratford-upon-Avon & District
- Sunderland
- Swansea
- Swindon & District
- Tamworth
- Taunton & Somerset
- Teeside
- Telford
- Tunbridge Wells & District
- Tyneside
- Wakefield & District
- Walsall & District
- Waltham Forest
- Warrington, Halton & St Helens*
- Waterford & the South-East
- West Cumbria
- Western Isles
- Weston Super Mare & North Somerset
- Wigan
- Winchester & District
- Wolverhampton
- Worcester
- Worthing
- Yeovil, Sherborne & District
- York

* These branches are part of Samaritans Central Charity as at 31 March 2017.



Helping us to be there

We would like to thank all our donors and benefactors including those who wish to remain anonymous.

Corporate donors

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Trusts and foundations

The 29th May 1961 Charitable Trust
Adint Charitable Trust
The Alice Ellen Cooper-Dean Charitable Foundation
The Cadogan Charity
The John Coates Charitable Trust
Michael Cornish Charitable Trust
The Dulverton Trust
The Ernest Kleinwort Charitable Trust
The Grace Trust
The Peter Harrison Foundation
The Holroyd Foundation
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The Sobell Foundation
The Stone Family Foundation
Tudor Foundation
The Waterloo Foundation



Sue, Blanche and Russ, Samaritans volunteers

Major benefactors

- Mr Vik Bansal
- Mr Paul Bostock
- Mr Michael Connelly
- Mr Audley Harrison, MBE
- Mr Robert King
- Julia and Hans Rausing

Statutory and similar bodies

- The Big Lottery Fund
- Department of Health (England)
- Department of Health (Northern Ireland)
- National Office for Suicide Prevention (Ireland)
- Irish Prison Service
- Ministry of Justice HMPPS (formerly NOMS)
- Northern Ireland Prison Service
- Scottish Government
- Scottish Prison Service
- Welsh Government/Llywodraeth Cymru



NATIONAL LOTTERY FUNDED

Advisory board

- The Rt Hon The Baroness Buscombe (Chairman until December 2016)
- Mr David McDonough OBE (Chairman from December 2016; previously Vice Chairman)
- Mr Philip Buscombe
- Mr Terrence Collis
- Mr Jeremy Courtenay-Stamp
- Sir Edward Garnier QC MP
- The Rt Hon The Lord Grade, CBE
- Mrs Kedge Martin
- Mr Bill Muirhead
- Mr Geoffrey Munn OBE
- Mrs Felicity Varah Harding
- The Rt Hon The Baroness Wheatcroft



Samaritans helped open my eyes to the people around me and got me to realise that they wanted me to be well and not gone.

STEVEN (ON FRONT COVER)
SAMARITANS CALLER AND SUPPORTER



Samaritans Registered Office
The Upper Mill, Kingston Road, Ewell, Surrey KT17 2AF
T 020 8394 8300
samaritans.org

 facebook.com/samaritanscharity  twitter.com/samaritans

COVER PHOTO: Chris O'Donovan Photography/Samaritans

A company limited by guarantee registered in England & Wales (757372) and a charity registered in England & Wales (219432) and in Scotland (SC040604).



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This number is **FREE** to call



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